



THE USM METHOD and Higher Education: Getting to the Heart of Service Management

A Rolling Uphill White Paper

ABSTRACT

As higher education institutions face increasing demands for high-quality services, the need for effective service management becomes paramount. This white paper explores the integration of the Unified Service Management (USM) method into higher education curricula, emphasizing its role as a foundational framework for preparing students for the complexities of modern professional environments.

The USM method's simplicity, universality, and focus on continuous improvement make it an ideal tool for teaching service management across various disciplines, including business administration, information technology, healthcare administration, and public administration.

By incorporating the USM method into their programs, higher education institutions can equip students with the essential skills and knowledge required to manage and improve services effectively, fostering a culture of efficiency, consistency, and excellence.

For more detailed information, visit the [USM Wiki](#) or the [USM Portal](#).

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Introduction

In the rapidly evolving landscape of higher education, institutions are under increasing pressure to deliver high-quality services to their students, faculty, and staff. As these demands grow, so does the complexity of managing these services effectively.

The Unified Service Management (USM) method offers a simplified, effective, and universally applicable framework for service management that is ideally suited to higher education.

This white paper explores the integration of the USM method into higher education curricula, explaining how it can serve as the foundational bedrock for preparing students for the complexities of the modern professional world.

The Importance of Service Management in Higher Education

Higher education institutions must manage a wide range of services, from IT and library services to student support and administrative functions. Effective service management is crucial for ensuring these services meet the needs and expectations of the institution's stakeholders.

As such, there is a growing need for graduates who are well-versed in service management principles and practices. Incorporating the USM method into higher education curricula addresses this need by providing a clear, consistent, and adaptable framework for managing services.

The USM Method: An Overview

The USM method distills service management into **five core processes** and **eight standard workflows**, providing a simplified yet comprehensive approach to service management.

Unlike more detailed and prescriptive frameworks like ITIL, the USM method emphasizes universality and adaptability, making it applicable across various industries and service contexts.

Core Principles of the USM Method

Simplicity and Clarity - The USM method simplifies service management into clear, understandable components, making it easier for students to grasp and apply the principles.

Universality - The method's universal applicability ensures that it can be adapted to any service context, from IT and business to healthcare and public administration.

Consistency and Standardization - The USM method promotes consistent and standardized workflows, reducing complexity and improving efficiency.

Continuous Improvement - The method includes a focus on continuous improvement, encouraging a proactive approach to enhancing service management practices.

Integrating the USM Method into Higher Education Curricula

The USM method is governed by the non-profit SURVUZ Foundation which makes a set of free knowledge products available for service organizations of any size and in any line of business.

Higher ed institutions can integrate the USM method into their curricula in several ways:

- Develop dedicated courses on the USM method, covering its core principles, processes, and workflows.
- Embed USM modules within existing service management, operations management, and IT service management courses.
- Incorporate hands-on workshops and case studies where students can apply the USM method to real-world scenarios.

The universal nature of the USM method enables it to be part of:

- **Business Administration Programs** (i.e., integrate USM into service management and operations management courses)
- **Information Technology Programs** (i.e., include USM in IT service management and systems analysis and design courses)
- **Healthcare Administration Programs** (i.e., teach USM in healthcare service management and quality improvement courses)
- **Public Administration Programs** (i.e., embed USM in public service management and policy administration courses)

Why the USM Method is Perfect for Higher Education

1. **Foundational Understanding and Simplicity:** The USM method provides a clear and straightforward framework that establishes a strong foundation for students.
2. **Flexibility and Adaptability:** Its universal application and scalability make the USM method relevant across various professional contexts.
3. **Consistency and Standardization:** The method's standardized workflows promote streamlined processes and reduced redundancy.
4. **Empowerment and Confidence:** Teaching the USM method builds students' confidence and competence in managing services.

5. **Continuous Improvement:** The USM method's focus on continual improvement prepares students for proactive enhancement efforts in their future roles.

Conclusion

Incorporating the USM method into higher education curricula equips students with a simplified, effective, and adaptable approach to service management.

By providing a clear and consistent structure, the USM method helps students build a strong foundation in service management, empowering them with the skills necessary for effective collaboration, continuous improvement, and informed decision-making in their professional lives.

As higher education institutions strive to prepare students for the complexities of the modern professional world, integrating the USM method into their programs can pave the way for greater efficiency, effectiveness, and excellence in service management.

For More Information

For a more detailed exploration of the USM method and its applications in higher education, visit the [USM Portal](#) and/or the [USM Wiki](#). This resource provides comprehensive insights into the USM method's principles, processes, and practical applications, offering valuable guidance for educators and administrators looking to enhance their service management curricula.

The SURVUZ Foundation does not provide USM services to the market: no coaching, no training, no exams, no projects. Instead, SURVUZ supports an ecosystem of professionals and a knowledge platform in which the USM architecture serves as a standard.

About the Author



John Worthington has had a 40-year IT career with more than two decades dedicated to service management.

He is an ITIL Expert (v3), an XLA Master and a Certified USM Coach. He's worked with many higher ed institutions in the US and is now focusing on Coaching and Training on the USM method.



You can read more about John and his particular journey by getting the book, **Rolling Uphill**. ([Click here to download](#)) or visiting his [LinkedIn Profile](#).

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For more information about the Unified Service Management method, to enroll in a **free 2-hour workshop** or a **Certified USM Foundation class**, go to www.MyServiceMonitor.com



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