

## INTRODUCING THE 5 PRINICIPLES OF COMMUNICATION

#### FROM ITIL® 4 STRATEGIST: **DIRECT, PLAN AND IMPROVE BRINGING DIGITAL AND I.T. STRATEGIES TO LIFE**

#### GUIDANCE PUBLICATIONS TO CONTEXTUALIZE KEY ITIL 4 CONCEPTS AND HELP BRING THEM TO LIFE.

**AXLE CAR HIRE** IS A FICTIONAL CASE STUDY THAT FEATURES IN THE ITIL 4 CORE

Axle Car Hire is undergoing a digital transformation with an ITIL 4 approach. Its vision is to become

Axle Car Hire acquired a Californian company: Bay City Hires.

the world's most recognized environmentally responsible car hire brand.

**COMMUNICATION PRINCIPLES** 

#### People need to communicate regularly and effectively to achieve the best results. Well-rounded communication skills are crucial.

Principles for good communication are:

ONE **TWO** THREE **FOUR FIVE** 

## "Staff at Bay City Hires are concerned about Axle Car Hire's

automated booking system replacing their jobs."

**DIRECT, PLAN AND IMPROVE'S GOOD** 

**COMMUNICATION PRINCIPLES IN PRACTICE** Introducing Luna, Axle Car Hire's Regional Manager





at Bay City Hires to discuss the new

booking system.



"I'm not sure why we

need to change. I'm

familiar with the old

system."

**BRANCH MANAGER** 

**PACIFICA** 

"If we'd wanted a

new booking system,

we'd have arranged it

ourselves."

**BRANCH MANAGER** 

**DALY CITY** 

**LARKSPUR** 

**HOW LUNA WON OVER THE STAKEHOLDERS** 

"I can see the value of

the new system. But I'm

going to carry on using

the old one."

**BRANCH MANAGER** 

"I'll use statistics and success stories to provide real examples of how the new system can benefit Bay City Hires."

"I'll reduce resistance by providing proper training for the branch managers, showing them how to use the Axle booking system, and why it's important to adopt it."

"It's important for us to maintain proper communication with Bay City Hires' managers and staff, and that they understand that we're taking their feedback and concerns into account."

"I'm dubious, but

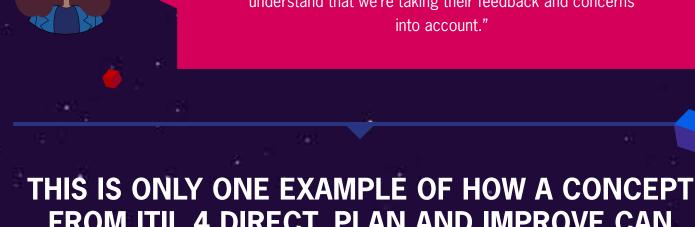
I'll try it. It's important to

move forward."

**BRANCH MANAGER** 

**SAN BRUNO** 

### Following the meeting the branch managers were much more positive.



FROM ITIL 4 DIRECT, PLAN AND IMPROVE CAN HELP I.T. AND DIGITAL MANAGERS TO REALIZE THEIR STRATEGIC VISION.

> **7 elements** in the And an introduction to

4 activities in the

planning and evaluation

model

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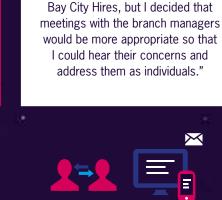
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