

ITIL® 4 Specialist – Drive Stakeholder Value

Course Description: This course is aimed at managers of all levels involved in shaping direction and strategy or developing a continually improving team. It covers both practical and strategic elements. This universal module is a key component of both the ITIL Managing Professional and ITIL Strategic Leader streams.

Course Objectives: This course provides individuals with the practical skills necessary to create a 'learning and improving' IT organization, with a strong and effective strategic direction. Attendees acquire an understanding of:

- ✓ The influence and impact of Agile and Lean ways of working
- ✓ How Agile and Lean can be leveraged to an organization's advantage
- ✓ A practical and strategic method for planning and delivering continual improvement with necessary agility

Enables you to:

- Effectively Manage All Stakeholders
- Build Trusted Relationships
- Shape Customer Demand
- Optimize User Experience and Customer Experience
- Embed Effective Design Thinking
- Foster Valuable Relationships to Ensure High Customer Satisfaction



Audience: The primary audience for this course includes Business Relationship Managers, Service Delivery Managers, Continuous Improvement Managers, Account Managers, & IT Operations Managers (Min: 5, Max: 20)

For the **IT Professionals** who:

- ✓ Design Customer Journeys, Interface with Stakeholders, Shape Customer Experiences, Build Value Propositions, and Build Trusted Relationships

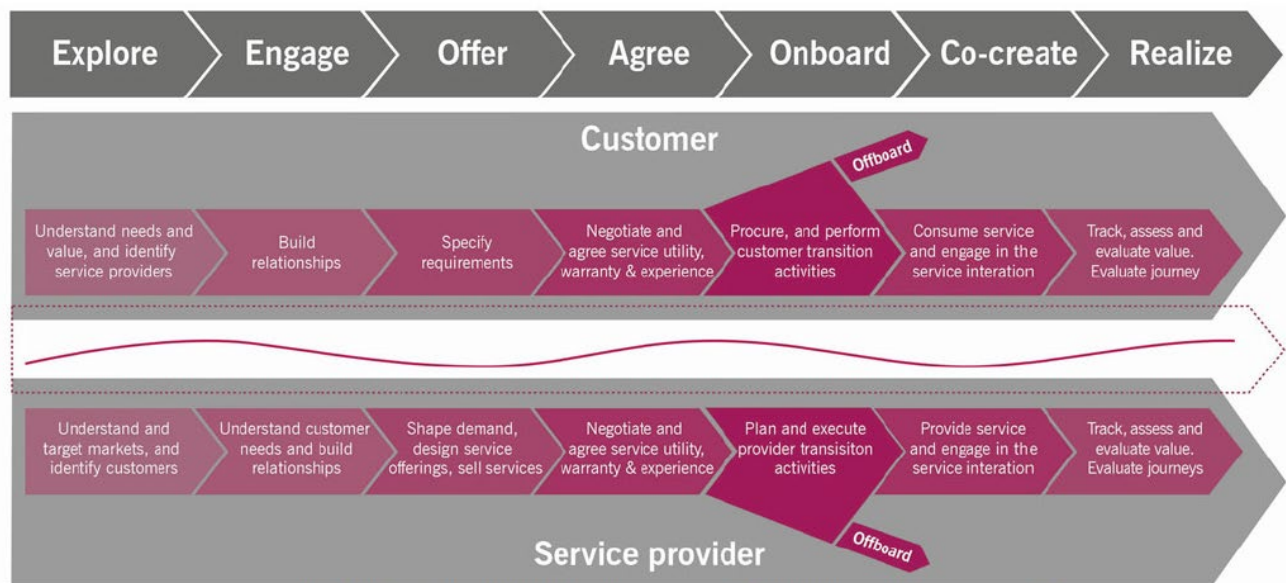
Course Length: 20 hours (can be 3-4 days based on customer schedule preference)

Prerequisites: ITIL® 4 Foundation Certification (mandatory accredited training course)

Course Materials:

- ✓ Instructor-led presentation, facilitation, discussion, and application
- ✓ Pre-class resources via online Learner Portal (unique credentials)
- ✓ Learner Manual (272-pg) with study aids and assignments
- ✓ ITIL® 4 DSV Reference Card and Handouts
- ✓ Participation in our in-class GAMEON! An Interactive Learning Experience®
- ✓ Sample exams and exam preparation (excellent post-class reference)
- ✓ Course curriculum is provided by ITSM Academy® and attendees earn 18 PDUs
- ✓ Three-month free subscription to MyAxelos (Practice Guides, Case Studies, etc.)
- ✓ ITIL® 4 DSV Digital Core Guidance (eBook) from Axelos provided at exam registration.

Certification Exam: The 90-minute exam includes 40 multiple-choice questions and is administered and proctored online by PeopleCert®. Passing score is **70%** (28 out of 40 questions). Participants are provided with an **exam voucher** so they can schedule the exam at their convenience on any date after completion of the course.



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Course Outline: Drive Stakeholder Value (DSV)

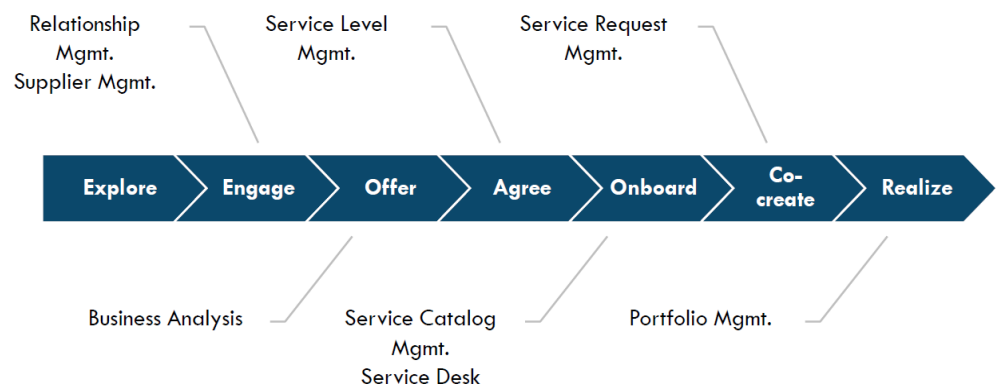
Module 1: The Customer Journey – Introduction

- The Customer Journey
- Mapping the Customer Journey
- Designing and Improving the Customer Journey

Module 2: The Customer Journey – Step-by-Step

- Step 1: Explore
- Step 2: Engage
- Step 3: Offer
- Step 4: Agree
- Step 5: Onboard
- Step 6: Co-Create
- Step 7: Realize

Mastering the customer journey enables organizations to maximize stakeholder value through co-creation, not only by focusing on outcomes, but also by focusing on the experience.



Many ITIL practices are particularly relevant to the customer journey.