

ITIL® 4 Specialist: Drive Stakeholder Value

Kód kurzu: ITIL4DSV1T

ITIL 4 Specialist: Drive Stakeholder Value benefits IT professionals who foster relationships with stakeholders to co-create value as well as those who manage customer journeys, experiences, or expectations. The course covers all types of engagement and interaction between service providers and their customers, users, suppliers, or partners, including CX, UX, and customer journey mapping concepts. It explores the various steps organizations can take to drive stakeholder value, such as fostering relationships, understanding markets and stakeholders, and capturing and realizing value. It also explains how strategies learned in class can be adopted and adapted in all types of organizations, helping to establish, maintain, and develop an effective service relationship.

Kurz je určený

- IT professionals who foster relationships with stakeholders
- Senior IT leaders and executives
- Managers, supervisory staff, and team leaders
- IT professionals who require a deeper understanding of ITIL 4
- IT professionals working in a service-based business
- Architects, planners, consultants, audit managers, security managers, developers, and operational support staff
- Service management professionals and ITSM trainers interested in achieving the Managing Professional designation

Čo vás naučíme

After completing this course, you should be able to:

- Effectively manage key stakeholders
- Build and foster trusted relationships
- Shape customer demand and define service offerings
- Embed effective design thinking
- Optimize user experience and customer experience
- Understand how customer journeys are designed
- Target markets and stakeholders
- Align expectations and agree on details of services
- Onboard and offboard customers and users
- Act together to ensure continual value cocreation
- Realize and validate service value

Požadované vstupní znalosti

Before attending this course, you should have the ITIL 3 or ITIL 4 Foundation certificate..

Certifications and related exams

This course prepares you for the ITIL 4 Specialist: Drive Stakeholder Value certification exam.

Osnova kurzu

Module 0: Course Overview

Module 1: Introduction

Module 2: Understand How Customer Journeys are Designed

- Understand the concept of the customer journey
- Understand the ways to design and improve customer journeys

Module 3: Know How to Target Markets and Stakeholders

- Understand the characteristics of markets
- Understand marketing activities and techniques
- Know how to describe customer needs and the internal and external factors that affect them

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- Know how to identify service providers and explain their value propositions

Module 4: Know How to Foster Stakeholder Relationships

- Understand the concepts of mutual readiness and maturity
- Understand the different supplier and partner relationship types and how they are managed
- Know how to develop customer relationships
- Know how to analyze customer needs
- Know how to use communication and collaboration activities and techniques
- Know how the Relationship Management practice can be applied to enable and foster relationships
- Know how the Supplier Management practice can be applied to enable and contribute to supplier and partner management

Module 5: Know How to Shape Demand and Define Service Offerings

- Understand methods for designing digital service experiences based on value-driven, data-driven, and user-centered service design
- Understand approaches for selling and obtaining service offerings
- Know how to capture, influence, and manage demand and opportunities
- Know how to collect, specify, and prioritize requirements from a diverse range of stakeholders
- Know how the Business Analysis practice can be applied to enable and contribute to requirement management and service design

Module 6: Know How to Align Expectations and Agree on Details of Services

- Know how to plan for value co-creation
- Know how to negotiate and agree service utility, warranty, and experience
- Know how the Service Level Management practice can be applied to enable and contribute to service expectation management

Module 7: Know How to Onboard and Offboard Customers and Users

- Understand key transition, onboarding, and offboarding activities
- Understand the ways of relating with users and fostering user relationships
- Understand how users are authorized and entitled to services
- Understand different approaches to mutual elevation of customer, user, and service provider capabilities
- Know how to prepare onboarding and offboarding plans
- Know how to develop user engagement and delivery channels
- Know how the Service Catalogue Management practice can be applied to enable and contribute to offering user services
- Know how the Service Desk practice can be applied to enable and contribute to user engagement

Module 8: Know How to Act Together to Ensure Continual Value Co-Creation (Service Consumption/Provisioning)

- Understand how users can request services
- Understand methods for triaging user requests
- Understand the concept of user communities
- Understand methods for encouraging and managing customer and user feedback
- Know how to foster a service mindset (attitude, behavior, and culture)
- Know how to use different approaches to provision user services
- Know how to seize and deal with customer and user moments of truth
- Know how the Service Request Management practice can be applied to enable and contribute to service usage

Module 9: Know How to Realize and Validate Service Value

- Understand methods for measuring service usage and customer and user experience and satisfaction
- Understand methods to track and monitor service value (outcome, risk, cost, and resources)
- Understand different types of reporting of service outcome and performance
- Understand charging mechanism

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- Know how to validate service value
- Know how to evaluate and improve the customer journey
- Know how the Portfolio Management practice can be applied to enable and contribute to service value realization

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