

Module Title : ITIL® 4 Drive Stakeholder Value

Duration : 3 days

Overview

The ITIL® 4 Specialist: Drive Stakeholder Value module is part of the Managing Professional stream for ITIL 4, and participants need to pass the related certification exam for working towards the Managing Professional (MP) designation. The ITIL® 4 Specialist: Drive Stakeholder module provides guidance on establishing, maintaining, and developing effective service relationships at appropriate levels. It guides the organizations on a service journey in their service provider and consumer roles, supporting effective interaction and communication.

The ITIL® 4 Specialist: Drive Stakeholder Value course is a 3-days course based on the ITIL® 4 Specialist: Drive Stakeholder Value exam specification from AXELOS. With the help of ITIL® 4 concepts and terminology, exercises, and examples included in the course, you will acquire relevant knowledge to pass the ITIL® 4 Specialist: Drive Stakeholder Value certification exam.

Target Student

The target audience for the ITIL® 4 Specialist: Drive Stakeholder Value includes, but are not limited to, the following:

- Service management practitioners involved in interactions with customers, users and suppliers
- Team leads and middle management of service providers
- Service and product owners, service designers
- Relationship managers, service level and service experience managers

Professionals with following job titles are expected to benefit from this module:

- Business Relationship Manager, Account Manager; Service Delivery Manager, Service Level Manager, Enterprise Architect, Solution Architect, Business Architect, Business Analyst, Project Manager, Demand Manager, Portfolio Manager, Supplier Relationship Manager, Vendor Manager, Contract Manager, UX Designer, Consultants
- Product Owners, Marketing Manager; Knowledge Manager; Customer Service Support; Cyber Security Manager

Learning Objectives

The learning objectives of the course are based on the following learning outcomes of the ITIL® 4 Specialist: Drive Stakeholder Value exam specification:

- Understand how customer journeys are designed
- Know how to target markets and stakeholders
- Know how to foster stakeholder relationships
- Know how to shape demand and define service offerings
- Know how to align expectations and agree details of services
- Know how to onboard and offboard customers and users
- Know how to act together to ensure continual value co-creation (service consumption / provisioning)
- Know how to realize and validate service value

Prerequisites

To take the ITIL® 4 Specialist: Drive Stakeholder Value course, a candidate must have passed the ITIL® 4 Foundation examination. In addition, the candidate must have attended an accredited training course.

Course Agenda

Day 1	Day 2	Day 3
Introduction Recap of ITIL 4 concepts, Course Introduction - ITIL 4 Drive Stakeholder Value	Module 4: Customer Journey Step 3: Offer (Contd.)	Module 8: Customer Journey Step 7: Realize
Module 1: Customer Journey	Module 5: Customer Journey Step 4: Agree	Exam Preparation and Mock Exam
Module 2: Customer Journey Step 1: Explore	Module 6: Customer Journey Step 5: Onboard	Exam
Module 3: Customer Journey Step 2: Engage	Module 7: Customer Journey Step 6: Co-create	
Module 4: Customer Journey Step 3: Offer		

Course Outline

Course Introduction

Module 1: Customer Journey

- Purpose of the Module
- Purpose of Mastering the Customer Journey
- Touchpoints and Service Interactions

- Module Topics
- Mapping the Customer Journey
- Designing the Customer Journey
- Measuring and Improving the Customer Journey

Module 2: Customer Journey Step 1: Explore

- Purpose of the Module
- Purpose of the Explore Step
- Module Topics
- Understanding Service Consumers
- Understanding Service Providers
- Understanding and Targeting Markets

Module 3: Customer Journey Step 2: Engage

- Purpose of the Module
- Purpose of the Engage Step
- Aspects of Service Value
- Module Topics
- Service Relationship Types
- Building Service Relationships
- Building and Sustaining Trust and Relationships
- Analyzing Customer Needs
- Managing Suppliers and Partners

Module 4: Customer Journey Step 3: Offer

- Purpose of the Module
- Purpose of Shaping Demand and Service Offerings
- Module Topics
- Managing Demand and Opportunities
- Specifying and Managing Customer Requirements
- Designing Service Offerings and User Experience
- Selling and Obtaining Service Offerings

Module 5: Customer Journey Step 4: Agree

- Purpose of the Module
- Purpose of Aligning Expectations and Agreeing Services
- Module Topics
- Agreeing and Planning Value Co-Creation
- Negotiating and Agreeing a Service

Module 6: Customer Journey Step 5: Onboard

- Purpose of the Module
- Purpose of Onboarding and Offboarding
- ITIL Management Practices
- Module Topics
- Planning Onboarding

- Fostering Relationships with Users
- Providing User Engagement and Delivery Channels
- Enabling Users for Service
- Elevating Mutual Capabilities
- Offboarding

Module 7: Customer Journey Step 6: Co-create

- Purpose of the Module
- Purpose of Service Provision and Consumption
- Module Topics
- Service Mindset
- Ongoing Service Interactions
- Nurturing User Communities

Module 8: Customer Journey Step 7: Realize

- Purpose of the Module
- Measuring Service Value
- Purpose of Value Capturing and Customer Journey Improvement
- Realizing Service Value in Different Settings
- Module Topics
- Tracking Value Realization
- Assessing and Reporting Value Realization
- Evaluating Value Realization and Improving Customer Journeys
- Realizing Value for the Service Provider