

ITIL® 4 Specialist: Drive Stakeholder Value



CATEGORY
IT Service Management



LEVEL
Advanced



DURATION
3 days

COURSE DELIVERY

Classroom or virtual Classroom

TARGET AUDIENCE

The target audience for this qualification is:

- individuals continuing their journey in service management
- ITSM managers & aspiring ITSM managers
- ITSM practitioners managing and integrating stakeholders, focus on the customer journey & experience, and those responsible for fostering relationships with partners and suppliers
- existing ITIL qualification holders wishing to develop their knowledge.

PREREQUISITES

ITIL® 4 Foundation certificate is required.

EXAM INFO

- 90 minutes duration
- 40 multiple-choice questions
- 28/40 required to pass
- Closed book

CERTIFICATE

ITIL® 4 Specialist: Drive Stakeholder Value

EXAM BODY

AXELOS (PeopleCert)

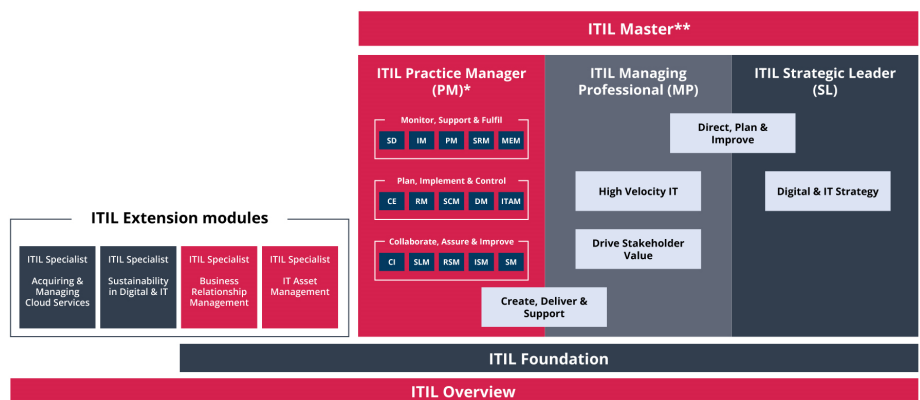
COURSE DESCRIPTION

Engagement is crucial to optimizing service value. This is because service value is always co-created by users, customers, sponsors, service providers, and any other parties involved in the service. To drive stakeholder value, all stakeholders must contribute to the co-creation of service value. This course will discuss the main steps of a customer journey, providing guidance on how to co-create the most valuable journey.

The **ITIL 4 Specialist Drive Stakeholder Value (DSV)** qualification is intended to provide an understanding of all types of engagement and interactions between a service provider and their customers, users, suppliers and partners, including key CX, UX and journey mapping concepts.

ITIL 4 brings ITIL up to date in 2019 by re-shaping much of the established ITSM practices in the wider context of customer experience, value streams, and digital transformation, as well as embracing new ways of working, such as Lean, Agile, and DevOps.

The ITIL 4 Certification scheme:



* To be awarded the Practice manager designation, a candidate must achieve ITIL MP CDS certificate and ANY five practice-based certifications, either individually or as ONE of the three pre-bundled course. These may include the ITAM and BRM extension module from the Practice manager track.

** ITIL4 Master will be awarded to candidates who achieve the Practice Manager (PM), Managing Professional (MP), and Strategic Leader (SL) designations.



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ITIL® 4 Specialist: Drive Stakeholder Value



RELATED TRAINING

- ITIL® 4 Specialist: Create Deliver & Support
- ITIL® 4 Strategist: Direct, Plan & Improve
- ITIL® 4 Specialist: High Velocity IT
- ITIL® 4 Leader: Digital & IT Strategy
- ITIL® 4 Specialist: Monitor, Support & Fulfil
- SDI® Service Desk Analyst
- SDI® Service Desk Manager
- ISO/IEC 20000 Foundation
- ISO/IEC 20000 Auditor
- ISO/IEC 20000 Practitioner
- AgilePM® Agile Project Management Foundation
- P3.Express Practitioner

EDUCATION SOLUTIONS

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COURSE AND LEARNING OBJECTIVES

The ITIL 4 Drive Stakeholder Value examination is intended to assess whether the candidate can demonstrate sufficient understanding and application of ITIL 4 to all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. The ITIL 4 Drive Stakeholder Value qualification is one of the pre-requisites for the designation of ITIL 4 Managing Professional which assesses the candidates practical and technical knowledge about how to run successful, modern, IT-enabled services, teams and workflows.

Following the completion of the course, participants will be able to understand and know:

- how customer journeys are designed
- how to target markets and stakeholders
- how to foster stakeholder relationships
- how to shape demand and define service offerings
- how to align expectations and agree details of services
- how to onboard and off board customers and users

COURSE APPROACH

This course is delivered in a classroom setting using a case study and exercises that are designed to enhance the candidates understanding of ITIL 4. Students who have attended this course, and have done some self study, are suitably prepared to take the associated ITIL 4 DSV test.

COURSE STUDENT MATERIAL

Students will receive an official core guidance eBook, official courseware from AXELOS and exam voucher.



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EMPOWERING PROFESSIONALS

As MindMagine, we have trained more than 60,000 professionals over Asia and Oceania since 2001.

Our focus in our training is to empower our participants by balancing practical experience and the theoretical background. The participants walk away with knowledge to apply the learnings and the theoretical background to successfully pass the exam requirements.

Our education portfolio ranges from courses in business services and processes to IT services and processes. This portfolio has enabled us to support our clients end to end in their organizations and enable synergy throughout corporate value chains.

www.MindMagine.com/education-solutions/



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CONCEPTS COVERED

1. Customer Journey

- Purpose of Mastering the Customer Journey
- Touchpoints and Service Interactions
- Mapping the Customer Journey
- Designing the Customer Journey
- Measuring and Improving the Customer Journey

2. Customer Journey - Step 1: Explore

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

3. Customer Journey - Step 2: Engage

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

4. Customer Journey - Step 3: Offer

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

5. Customer Journey - Step 4: Agree

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

6. Customer Journey - Step 5: Onboard

- Purpose of Onboarding and Offboarding
- ITIL Management Practices
- Planning Onboarding
- Fostering Relationships with Users
- Providing User Engagement and Delivery Channels
- Enabling Users for Service
- Elevating Mutual Capabilities
- Offboarding

7. Customer Journey - Step 6: Co-create

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

8. Customer Journey - Step 7: Realize

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



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