



# ITIL®4 Specialist: Drive Stakeholder Value

## **COURSE OVERVIEW**

This course provides those IT leaders, practitioners, and support staff who already hold the ITIL 4 foundation qualification with 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. The course is based on the ITIL 4 best practice service value system featured in the latest guidelines.

As part of this course, all candidates will receive an exam voucher for the ITIL Specialist: Drive Stakeholder Value exam through Peoplecert. As of February 1, 2022, all exams will be administered in an online proctored format only. Exams can be scheduled at www.peoplecert.org.

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## WHO WILL BENEFIT FROM THIS COURSE?

- Individuals continuing their journey in service management
- ITSM managers and aspiring ITSM managers
- ITSM practitioners who are responsible for managing and integrating stakeholders, focus on the customer journey and experience, and/or are responsible for fostering relationships with partners and suppliers

## PREREQUISITES

Candidates must hold the ITIL 4 Foundation certificate.

## **COURSE OBJECTIVES**

- 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



## **COURSE OUTLINE**

- Understand the concept of the customer journey
- Understand the ways of designing and improving customer journeys
- Understand the characteristics of markets
- Understand marketing activities and techniques
- Know how to describe customer needs and internal and external factors that affect these
- Know how to identify service providers and explain their value propositions
- Understand the concepts mutual readiness and maturity
- Understand the different supplier and partner relationship types, and how these 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 following practices can be applied to enable and contribute to fostering relationships:
  - Relationship management
  - Supplier management
- 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
- 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
- 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
- Understand how users can request services
- Understand methods for triaging of user requests



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- 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 of 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
- 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 mechanisms
- Know how to assess service value realization
- Know how to prepare to evaluate and improve the customer journey
- Know how the Portfolio management practice can be applied to enable and contribute to service value realization

## WHY TRAIN WITH SUNSET LEARNING INSTITUTE?

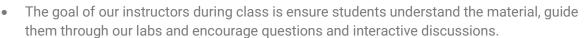
Sunset Learning Institute (SLI) has been an innovative leader in developing and delivering authorized technical training since 1996. Our goal is to help our customers optimize their technology Investments by providing convenient, high quality technical training that our customers can rely on. We empower students to master their desired technologies for their unique environments.

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### **Outstanding Customer Service**

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- An enthusiastic student services team is available to answer any questions and ensure a quality training experience

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