

COURSE OUTLINE

ITIL® 4 Digital and IT Strategy

Duration: 3 Days

Prerequisites:

To ensure that participants can successfully engage with and comprehend the ITIL® 4 Digital and IT Strategy course content, the following minimum prerequisites are recommended:

Foundational Knowledge of ITIL® Framework:

- It is advisable to have a fundamental understanding of the ITIL® framework, preferably ITIL® 4 Foundation certification, as this course builds upon the concepts introduced in the foundation level.

Experience in IT Service Management:

- Practical experience working in IT service management (ITSM) roles or environments is beneficial to grasp the application of strategic concepts.

Understanding of General Management Concepts:

- Familiarity with basic management principles, including an understanding of business models, operating models, and value streams.

Awareness of Digital and Information Technology:

- An appreciation for the role and impact of digital and information technology in modern organizations.

Strategic Thinking:

- An interest in or experience with strategic planning, execution, and measurement, particularly within an IT context.

Willingness to Learn:

- A commitment to engaging with the course material and applying strategic thinking to digital transformation and IT strategy.

While these prerequisites are meant to guide potential learners, it is important to emphasize that a proactive attitude and a readiness to learn can compensate for gaps in experience, making the course accessible to a wider audience.

Course Description:

The ITIL® 4 Digital and IT Strategy course is a critical component of the ITIL 4 Strategic Leader certification, aimed at equipping IT and digital leaders with the skills to craft and execute an effective IT and digital strategy that aligns with the wider business goals. This course delves into the essentials of digital transformation, the development of digital and IT strategies, and the management of innovation and emerging technologies. Learners will explore various modules covering key concepts such as digital transformation, competitive advantage, ITIL® practices, vision for digital organizations, strategic planning, and measuring the effectiveness of strategy implementation. With a blend of strategic approaches, the ITIL strategic leader training prepares individuals to lead with agility and

confidence in a dynamic digital environment. Upon completion of the course, participants will be able to manage risks, foster innovation, and drive continual improvement to maintain long-term organizational viability. This training is crucial for those looking to attain the esteemed ITIL 4 Strategic Leader certification and excel in digital and IT strategy roles.

Course Objectives:

- Understand the key concepts of digital and IT strategy, including the impact of digital technology on service management.
- Gain knowledge on how to lead digital transformation efforts and drive business success through effective IT and digital strategies.
- Learn to foster a competitive advantage through the development and implementation of innovative services and products.
- Grasp the importance of a multi-tiered approach to strategy and how it interacts with business and operating models.
- Apply the ITIL® Service Value System to strategy development, recognizing the importance of opportunities, demand, and value streams.
- Incorporate ITIL® Guiding Principles and Practices in governance and continual improvement initiatives.
- Develop a clear and compelling vision to guide digital strategy, considering the implications of digital disruption.
- Conduct environmental and readiness assessments to evaluate the current state of digital capabilities.
- Formulate strategic plans that encompass financial aspects, business model innovation, and portfolio optimization.
- Design strategic approaches to achieve operational excellence, drive evolution, and maintain social responsibility and sustainability.
- Implement and measure strategic initiatives effectively, ensuring alignment with overall business objectives.
- Foster an organizational culture that supports ongoing innovation and the adoption of emerging technologies.
- Manage strategic risks through systematic identification, assessment, and treatment processes.

Intended Audience:

The ITIL® 4 Digital and IT Strategy course equips professionals with insights into managing digital strategies effectively.

- CIOs and IT executives
- Digital transformation leaders
- IT managers and directors
- IT consultants and strategists
- Business leaders and managers
- ITSM managers and practitioners
- IT professionals aiming for leadership roles
- Project managers involved in IT projects
- Risk management professionals
- Business analysts
- IT enterprise architects
- Innovation managers
- Change managers

Course Outline:

MODULE 1: KEY CONCEPTS OF DIGITAL AND IT STRATEGY

- Intent and Context
- Module Objectives
- Module Topics
- Digital, Information, Operational, and Communication Technology
- Digital Organization, Digital Business, Digitization, and Digital Transformation
- Services, Products, and Competitive Advantage
- Tiers of Strategy
- Business Models
- Operating Models
- Key Points Covered in the Module

MODULE 2: STRATEGY AND THE SERVICE VALUE SYSTEM

- Intent and Context
- Module Objectives
- Module Topics
- Opportunity and Demand
- Value
- Governance
- ITIL Guiding Principles Continual Improvement
- ITIL Practices
- Key Points Covered in the Module

MODULE 3: WHAT IS THE VISION?

- Intent and Context
- Vision
- Module Objectives
- Module Topics
- Digital Disruptions
- Balanced Strategic Focus
- Positioning Tools for Digital Organization
- Key Points Covered in the Module

MODULE 4: WHERE ARE WE NOW?

- Intent and Context
- Module Objectives
- Module Topics
- Environmental Analysis
- Opportunity Analysis
- Digital Readiness Assessment
- Key Points Covered in the Module

MODULE 5: WHERE DO WE WANT TO BE AND HOW DO WE GET THERE? (STRATEGIC PLANNING)

- Intent and Context
- Module Objectives
- Module Topics
- Strategy Planning
- Financial Aspects of Digital and IT Strategy
- Business Models for Strategy Planning
- Portfolio Optimization
- Key Points Covered in the Module

MODULE 6: WHERE DO WE WANT TO BE AND HOW DO WE GET THERE? (STRATEGIC APPROACHES)

- Intent and Context
- Key Focus Areas of the Strategic Approaches
- Module Objectives
- Module Topics

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training@trends.com.ph
 (+632) 8863-2123
 www.trendssacademy.com.ph

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- Strategic Approaches for Customer/Market Relevance
- Strategic Approaches for Operational Excellence
- Strategic Approaches to Evolution
- Strategic Approaches to Social Responsibility and Sustainability
- Key Points Covered in the Module

MODULE 7: TAKE ACTION (MANAGING STRATEGIC INITIATIVES)

- Intent and Context
- Module Objectives
- Module Topics
- How Strategies are Implemented
- Coordinating Strategy and Strategic Initiatives
- Leading Digital Transformation
- Digital Leadership
- Assignment 3: Strategy Planning and Communication
- Key Points Covered in the Module

MODULE 8: DID WE GET THERE? (MEASURING STRATEGY)

- Intent and Context
- Module Objectives
- Module Topics
- Key Facts about Measurement
- Measuring a Strategy
- Instrumenting Strategy
- Key Points Covered in the Module

MODULE 9: HOW DO WE KEEP THE MOMENTUM GOING?

- Intent and Context
- Module Objectives
- Module Topics
- Long-Term Momentum: Ensuring Organization Viability
- Short-Term Momentum: Parallel Operation
- Assignment 4: Digital Strategy for VUCA Environment
- Key Points Covered in the Module

MODULE 10: MANAGING INNOVATION AND EMERGING TECHNOLOGIES

- Intent and Context
- Module Objectives
- Module Topics
- Managing Innovation
- Formal Approach to Innovation Management
- Culture that Supports Innovation
- Evaluating and Adopting Emerging Technology
- Key Points Covered in the Module

MODULE 11: MANAGING STRATEGIC RISK

- Intent and Context
- Risk
- Module Objectives
- Module Topics
- Risk Management
- Risk Identification
- Risk Posture
- Risk Treatment
- Key Points Covered in the Module

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