

## COURSE OUTLINE

# ITIL® 4 Specialist Drive Stakeholder Value

**Duration:** 3 Days

**Prerequisites:**

To ensure that participants are prepared for the ITIL® 4 Specialist Drive Stakeholder Value course and can get the most out of the training, the following minimum prerequisites are recommended:

- Hold the ITIL® 4 Foundation certificate or a higher-level ITIL® 4 certification.
- Have a basic understanding of Service Management concepts and principles.
- Familiarity with IT terminology and IT-related work experience would be beneficial.
- An interest in improving stakeholder relationships and driving customer value within the context of IT services.
- These prerequisites are intended to provide a solid foundation for understanding the course material and applying the ITIL® 4 Specialist Drive Stakeholder Value concepts in practice. They are not meant to discourage potential learners but to ensure that all participants are adequately prepared to engage with the course content and achieve their learning objectives.

**Course Description:**

The ITIL® 4 Specialist Drive Stakeholder Value course is a comprehensive program designed to guide learners through the intricacies of managing and fostering relationships with stakeholders. It emphasizes mastering the customer journey, starting from the initial exploration of customer needs to the final realization of service value. The course is structured into eight modules that cover each step of the customer journey, including Explore, Engage, Offer, Agree, Onboard, Co-create, and Realize. Learners will gain insights into designing, measuring, and improving customer journeys, along with managing service touchpoints and interactions. They will learn how to tailor services to customer requirements, negotiate and agree on services, and ensure these services provide value to both the consumer and the provider. The ITIL 4 Drive Stakeholder Value module is pivotal for professionals seeking to enhance their ability to build meaningful relationships and co-create value with stakeholders, thereby solidifying their roles as ITIL 4 Specialist Drive Stakeholder Value practitioners. Through this course, participants will develop skills that are crucial for delivering and supporting services that meet and exceed the dynamic needs of customers.

**Course Objectives:**

- Understand the importance of the customer journey in creating and maximizing stakeholder value within service management.
- Identify and analyze touchpoints and service interactions to enhance the customer experience.
- Learn how to map and design customer journeys that align with organizational objectives and customer needs.
- Develop strategies for effective exploration of service consumer needs and service provider capabilities.
- Acquire skills to engage with customers and stakeholders, building and sustaining trust and strong service relationships.
- Gain knowledge in shaping demand, specifying customer requirements, and designing service offerings for optimal user experience.
- Master the art of negotiating and agreeing on services that facilitate value co-creation with customers.
- Learn how to effectively onboard customers, fostering relationships and enabling users for service through ITIL management practices.
- Understand the co-creation of value in service provision and the nurturing of user communities for ongoing service interactions.
- Measure and realize service value, capturing and improving customer journey experiences, and evaluating value realization for both customers and service providers.

**Intended Audience:**

The ITIL® 4 Specialist Drive Stakeholder Value course hones skills in managing customer experiences and stakeholder relationships.

- IT Service Managers
- Customer Experience (CX) Managers
- Relationship Managers
- Account Managers
- Service Delivery Managers

- Service Level Managers
- Enterprise Architects
- Business Analysts
- Project Managers
- Marketing Managers
- IT Consultants
- IT Support Staff
- Product Owners
- Customer Success Managers
- Sales Professionals within IT organizations

**Course Outlines:**

**MODULE 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

**MODULE 2: Customer Journey STEP 1: Explore**

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

**MODULE 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

**MODULE 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

**MODULE 5: Customer Journey STEP 4: Agree**

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

**MODULE 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

**MODULE 7: Customer Journey STEP 6 :Co-Create**

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

**MODULE 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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