



# ITIL® 4 Specialist: Drive Stakeholder Value

## Course Information

**Product Type:** ITIL 4 Specialist: Drive Stakeholder Value

**Accreditor:** PeopleCert

**Level:** Intermediate

**Domain:** IT Service Management

**Duration:** 3 Days

**Language:** English (US)

**Delivery Format:** Onsite or Virtual – Instructor Led

**Certification Exam:** Mandatory

### Course Description

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 module is part of the Managing Professional stream for ITIL 4. Participants must pass the related certification exam in order to work toward the Managing Professional (MP) designation.

The 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.

### Audience

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. Attendees will understand and know how:

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

## Prerequisites:

**Required:** ITIL® 4 Foundation Certificate. In addition, the candidate must have attended an accredited training course.

## Course Materials:

The ITIL® 4 Specialist: Drive Stakeholder Value course includes the following course components:

- Course Book (eBook, can be printed)
- Pre-course and post-course reading (eBooks)
- Quick Reference Cards
- Sample Questions

## 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

**Exam Prerequisites**

- To attempt the ITIL® 4 Specialist: Drive Stakeholder Value exam, a candidate must have passed the ITIL® 4 Foundation examination. In addition, the candidate must have attended an accredited training course for this module.

**Exam Information**

- For onsite classes, the exam will be conducted on the last day of the course in the classroom.
- For students taking an online virtual course, they will be able to purchase a voucher to take the web-based exam after the class at a later time.

Delivery	Online (Web based) and paper based
Format	Closed book
Proctoring	Live or Web-proctored
Duration	90 minutes
Number of questions	40, multiple choice (1 mark per question)
Pass Grade	70% (28 out of 40 correct)

## Course Specific Delivery Information

### Course Delivery Requirements

- For online virtual delivery, the student must have a suitably equipped laptop, or pc, with a web cam, audio support, and a high-speed internet connection
- For onsite courses, acceptable facilities must be made available

### Pricing and Ordering Information:

- Product Code: ITIL 8084
- Pricing is based on class size, per student, with a preferred class size of 10 – 15 (larger class sizes require a special quote)
- To request more information or to order, contact us by calling 1-949-305-3544. Or, you mail email us to request a quote at [service@optimalconnections.com](mailto:service@optimalconnections.com).

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