



# PERFORMANCE MANAGEMENT

**ITIL® 4 Specialist Drive  
Stakeholder Value**

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## Program Overview:

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Designed for mid- or senior-level project managers, this ITIL® 4 Specialist: Drive Stakeholder Value course will hone your skills in managing multiple projects and aligning program activities with business goals without compromising on speed, quality, and efficiency. You'll learn PMI's five program management performance domains, including program strategy alignment, lifecycle management, stakeholder engagement, benefits management, and governance.

## Program Features:

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- > Exam fee included
- > One simulation exam

## Prerequisites:

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To be eligible for this ITIL 4 Specialist: Driving Stakeholder Value certification training, applicants should have:

- > Passed the ITIL 4 Foundation examination
- > Attended an accredited training course for this module

## Target Audience:

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This course is ideal for IT service managers pursuing the ITIL Managing Professional (MP) designation. The ITIL 4 Strategist: Drive Stakeholder Value certification is also well suited for professionals continuing their journey in IT service management, ITSM practitioners who are responsible for managing and integrating stakeholders and focusing on the customer journey and experience, and professionals who are responsible for fostering relationships with partners and suppliers.

## Key Learning Outcomes:

When you complete this ITIL 4 Specialist: Drive Stakeholder Value course, you will be able to accomplish the following:

- Understand how customer journeys are designed and improved
- Analyze markets and customer needs and foster stakeholder relationships
- Understand how to create a plan for onboarding and offboarding customers and users
- Understand how to shape and convert demand into value through IT-enabled services

## Course Curriculum:

### Lesson 01 - Course Introduction

### Lesson 02 - Understand how customer journeys are designed

- Understand the concept of the customer journey
- Understand the ways of designing and improving customer journeys

### Lesson 03 - Know how to target markets and stakeholders

- 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

### Lesson 04 - Know how to foster stakeholder relationships

- Understand the concepts of 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 relationship management practice can be applied to enable and contribute to fostering relationships (the relationship management practice)
- Know how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management

## Lesson 05 - Know how to shape demand and define service offerings

- › 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

## Lesson 06 - Know how to align expectations and agree on the details of services

- › Know how to plan for value co-creation
- › Know how to negotiate and agree on the service utility, warranty, and experience
- › Know how the service level management practice can be applied to enable and contribute to service expectation management

## Lesson 07 - Know how to onboard and offboard customers and users

- › 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 catalog 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



## **Lesson 08 - Know how to act together to ensure continual value co-creation (service consumption / provisioning)**

- Know how to foster a service mindset
- Understand how users can request services
- Know how to use different approaches to the provision of user services
- Know how to seize and deal with customer and user 'moments of truth'
- Understand methods for triaging of user requests
- Understand methods for encouraging and managing customer and user feedback
- Know how the service request management practice can be applied to enable and contribute to service usage

## **Lesson 09 - 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
- 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

# About Us:

Simplilearn is a leader in digital skills training, focused on the emerging technologies that are transforming our world. Our Blended Learning approach drives learner engagement and is backed by the industry's highest completion rates. Partnering with professionals and companies, we identify their unique needs and provide outcome-centric solutions to help them achieve their professional goals.



Founded in 2009, Simplilearn is one of the world's leading providers of online training for Digital Marketing, Cloud Computing, Project Management, Data Science, IT Service Management, Software Development and many other emerging technologies. Based in Bangalore, India, San Francisco, California, and Raleigh, North Carolina, Simplilearn partners with companies and individuals to address their unique needs, providing training and coaching to help working professionals meet their career goals. Simplilearn has enabled over 1 million professionals and companies across 150+ countries train, certify and upskill their employees.

Simplilearn's 400+ training courses are designed and updated by world-class industry experts. Their blended learning approach combines e-learning classes, instructor-led live virtual classrooms, applied learning projects, and 24/7 teaching assistance. More than 40 global training organizations have recognized Simplilearn as an official provider of certification training. The company has been named the 8th most influential education brand in the world by LinkedIn.

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