

# ITIL<sup>®</sup> 4 Leader – Digital & IT Strategy

TRAINING COURSE OUTLINE



## Introduction

- ❖ The course will focus on the alignment of digital business strategy with IT strategy. The module also covers how disruption from new technologies are impacting organizations in every industry and how business leaders are responding.
- ❖ The pace of evolution in the digital world has never been so fast and organizations need to be flexible and adapt to the ever-changing environment if they want to keep providing value to their customers while remaining competitive in the marketplace.
- ❖ The IT & Digital Strategy module adds a new perspective to the ITIL suite and elevates the discussion around ITIL concepts to a strategic level among business leaders and aspiring leaders.
- ❖ The module will help IT leaders and aspiring leaders build and implement effective IT and digital strategy that can tackle digital disruption and drive success.
- ❖ Accredited training for the ITIL 4 Strategic Leader modules is mandatory to enable full understanding of the core material. ITIL 4 Foundation is a prerequisite for ALL modules. In addition, the ITIL Leader modules require a minimum of three years of IT managerial experience.

## Duration

5 – days workshop

## Learning Objectives

The ITIL ® 4 Leader - Digital and IT Strategy course covers the content in relation to the following learning outcomes of the exam specification for ITIL ® 4 Digital and IT Strategy:

- ❖ Demonstrate the use of the ITIL guiding principles in Digital and IT Strategy decisions and activities.
- ❖ Understand how to leverage digital strategy to react to digital disruption.
- ❖ Understand the relationship between the concepts of Digital and IT Strategy, the service value system and the service value chain, and explain how to utilize them to create value.
- ❖ Understand how an organization uses Digital and IT Strategy to remain viable in environments disrupted by digital technology.
- ❖ Understand strategic approaches made possible by digital and information technology to achieve customer/market relevance and operational excellence.
- ❖ Understand the risks and opportunities of Digital and IT Strategy.
- ❖ Understand the steps and techniques involved in defining and advocating for a Digital and IT Strategy.
- ❖ Understand how to implement a Digital and IT Strategy.

## Target Audience

**This course is intended for those as below:**

The target audience for ITIL 4 Digital and IT Strategy includes, but are not limited to, the following:

- ❖ IT and business directors as: Head of IT, IT Director
- ❖ Heads of department as: IT Service Manager, Technical Department Manager, Head of QA, Head of IT Operation, IT Delivery Manager, ...
- ❖ Aspiring C-Suite professionals and other senior business leaders across the organization as: CIO, CTO, CDO, COO, ...
- ❖ Digital Transformation Consultants (internal and external)
- ❖ Product Director, Product Manager
- ❖ Architect as Business Architect, Enterprise Architect, Solution Architect, System Architect, ...
- ❖ Anyone seeking ITIL ® 4 Leader - Digital and IT Strategy Certificate and everyone interested in aligning Digital Strategy and IT Strategy IT with Business Strategy.

## Prerequisites

- ❖ A minimum of 3 years of IT managerial experience
- ❖ For this course you are required to have successfully attained your ITIL 4 Foundation certificate. You will need to provide us with a copy of your certificate upon registration in order to be admitted into this course.

## Exam & Certification

- ❖ The exam is administered by PeopleCert. Candidate must learn at Accredited ITIL Training Provider with Accredited ITIL Trainer.
- ❖ Duration:
  - Three assignments of 60 minutes, one assignment of 90 minutes in the group work format, or
  - Four individual written assignments of 60 minutes each in individual format.
- ❖ Number of marks: 40
  - Number of assignments: 4
  - Number of assessment criteria: 5
  - Marks: Each assessment criterion is worth 8 marks. There are 40 marks available.
  - There is no negative marking.
- ❖ Pass mark: 75% or higher – a raw score of 30 marks or above.
- ❖ This is an ‘open book’ assessment. Any available materials are allowed to be used during the assignments, including the ITIL 4: Digital and IT Strategy publication and the ITIL Practices Guidance documentation.

## Training contents

### Module 1: Key Concepts of Digital and IT Strategy

- ❖ Digital, Information, and Communication Technology
- ❖ Digital Transformation
- ❖ Services, Products, and Competitive Advantage
- ❖ Tiers of Strategy
- ❖ Business Models

- ❖ Operating Models

## **Module 2: Strategy and the Service Value System**

- ❖ Opportunity and Demand
- ❖ Value
- ❖ Governance
- ❖ ITIL Guiding Principles
- ❖ Continual Improvement
- ❖ ITIL Practices

## **Module 3: What is Vision?**

- ❖ Disruptions
- ❖ Vision
- ❖ Digital Disruptions
- ❖ Balanced Strategic Focus
- ❖ Positioning Tools for Digital Organizations
- ❖ Assignment 1: Digital Disruption and Digital Positioning

## **Module 4: Context Assessment - Where Are We Now?**

- ❖ Environmental Analysis
- ❖ Opportunity Analysis
- ❖ Digital Readiness Assessment

## **Module 5: Strategic Planning - How Do We Get There?**

- ❖ Strategy Planning
- ❖ Financial Aspects of Digital and IT Strategy
- ❖ Business Models for Strategy Planning
- ❖ Portfolio Optimization

## **Module 6: Strategic Approaches - How Do We Get There?**

- ❖ Strategic Approaches for Digital Organizations
- ❖ Strategic Approaches for Operational Excellence

- ❖ Strategic Approaches to Evolution
- ❖ Strategic Approaches to Social Responsibility and Sustainability
- ❖ Assignment 2: Strategic Approaches for Digital Organizations

### **Module 7: Managing Strategic Initiatives - Take Action**

- ❖ How Strategies are Implemented
- ❖ Coordinating Strategy and Strategic Initiatives
- ❖ Leading Digital Transformation
- ❖ Digital Leadership
- ❖ Assignment 3: Strategy Planning and Communication

### **Module 8: Measuring Strategy - Did We Get There?**

- ❖ Key Facts About Measurement
- ❖ Measuring a Strategy
- ❖ Instrumenting Strategy

### **Module 9: How Do We Keep The Momentum Going**

- ❖ Long-Term Momentum: Ensuring Organizational Viability
- ❖ Short-Term Momentum: Parallel Operation
- ❖ Assignment: Digital Strategy in VUCA Environment

### **Module 10: Managing Innovation and Emerging Technologies**

- ❖ Managing Innovation
- ❖ Formal Approach to Innovation Management
- ❖ Culture that Supports Innovation
- ❖ Approaches to Innovation
- ❖ Evaluating and Adopting Emerging Technology

### **Module 11: Managing Strategic Risk**

- ❖ Risk Management
- ❖ Risk Identification
- ❖ Risk Posture

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❖ Risk Treatment

*Notes: Apex Global is first Accredited ITIL Training Provider in Vietnam. We have been trained successfully 17 ITIL Experts in year 2018, 2019. We have been trained successfully 24 ITIL 4 Managing Professional in year 2020.*



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