



Information Technology

ITIL® 4 Leader: Digital And IT Strategy

Course Introduction

Evolution in the digital world has been so rapid that organizations need to be flexible and adapt to the ever-changing environment in order to remain competitive in providing value to their customers. This training course is designed based on the ITIL® 4 Digital and IT Strategy and its 4 concepts and related terminologies. This course will focus on the alignment of digital business strategy with IT strategy and will cover topics such as how disruption from new technologies is impacting organizations in every industry and how business leaders are responding.

Training Course Methodology

This training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to function effectively and efficiently. The course will use presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing.

Target Audience

This training course is designed for IT professionals with Active Directory Domain Services (AD DS) experience and seeking to upgrade their knowledge and skills using Access and Information Protection technologies in Windows Server 2012 and Windows Server 2012 R2.

Learning Objectives

- Gain a comprehensive understanding of the use of ITIL guiding principles in Digital and IT Strategy decisions and activities
- Recognize the impact of disruptive technologies on strategic IT planning and execution

- Effectively manage risks and enable business value in a digital environment
- Enhance skills to drive successful digital transformation within an IT organization
- Obtain proficiency in using ITIL frameworks for strategic decisions and operations
- Develop leadership skills for facilitating effective collaboration in strategy development
- Align digital and IT strategies with business objectives.

Course Outline

• Day 01

Module 1: Introduction to ITIL®4: Digital and IT Strategy (DITS)

- About ITIL®4: DITS
- IT Service Management in the Modern World
- Continual Improvement Model
- ITIL Practices that Interact with ITIL®4: DITS
- Digital and IT Strategy Context
- Governance and Management Shift from Traditional to Digital Organisations
- Accelerated Innovation Has Brought Greater Urgency to Business Change
- Traditional Vs Continual Innovation Cycle
- What Happens When Innovation Accelerates?

Module 2: What is Digital and IT Strategy?

- Digital, Information, Operational, and Communications Technology
- Information Technology (IT)
- Operational Technology (OT)
- Communication Technology (CT)

- Digital Organisation
- Digitisation
- Digital Transformation
- Products and Services
- Wardley's Strategy Cycle
- Situational Awareness Vs Action
- Tiers of Strategy
- Traditional Perspective of Business, Digital, and IT Strategy
- Business Strategy
- Digital Strategy
- Revised Perspective of Business, Digital, and IT Strategy
- IT Strategy
- Business Models
- Role of Business Models
- Business Models and Strategy
- Business Model Canvas
- Adapted Company Design Template
- Operating Models
- Operating Model Canvas
- Strategy and the Service Value System
- Opportunity and Demand
- Opportunity
- Demand
- Value
- Governance
- Guiding Principles
- ITIL® 7 Guiding Principles
- Continual Improvement
- Practices

Module 3: Strategy Journey

- What is Strategy Journey?

• Day 02

Module 4: Introduction to Vision

- What is the Vision?
- Digital Disruption
- Three Levels of Digital Disruption
- Ecosystem Disruption
- Industry Disruption
- Market Disruption
- Organisational Disruption
- Being a Disruptor or Responding to Disruption
- Deciding on a Balanced Strategic Focus
- Customer/Market Relevance
- Operational Excellence
- Internal and External Focus
- A Balanced Approach
- ITIL®4 DITS Assignment 2*
- Positioning Tools for Digital Transformation
- Maturity Models
- Four Types of Digital Mastery
- Maturity Models
- Limits of Maturity Models
- Digital Positioning and Sense Making
- Digital positioning Assessment Framework
- Digital Positioning and Sense Making
- Positioning Assessment Framework Focused on Business, Operational, Cultural and Experience Transformation
- Positioning Assessment Framework Focused on Physical and Digital Presence, and Use of Emerging and Standard Technology
- ITIL®4 DITS Assignment 1*
- Creating a Vision
- What is a Vision?
- Confirming the Scope of the Vision
- Defining the Vision
- Environmental Analysis
- Context of Strategy Applied to the Four Dimensions of Service Management and PESTLE
- External Analysis
- Tools for External Environment Analysis
- Internal Analysis (The Four Dimensions of SM)
- Interactions Between the Organisation and its Environment
- Four Dimensions and Their Influence on Digital Strategy

- Tools for Internal Environmental Analysis
- Interactions Between the Organisation and its Environment
- Using the Results of Environmental Analysis
- Digital Readiness Assessment
- Evaluating Current Organisational Capabilities
- Gap Analysis
- Output
- Risks and Challenges of Digital Readiness Assessment

- Strategy Cycles and Planning Horizons
- Strategy Cycles
- Strategy Structure and Content
- Strategy Consists of Many Artefacts
- Elements of a Strategy Document
- Oversight and Controls
- Financial Aspects of Digital and IT Strategy
- Funding Projects, Products, and Services
- Balancing the Cost of Innovation and Operation
- Full Cost Recovery Model
- Financial Policies
- Operational Vs Capital Expenditure
- Funding Mix
- Planning for Growth
- Tax-Based Strategies
- Charging Models
- Examples of Common Digital Charging Models
- Using Business Models for Strategy Planning
- Barrett Model
- **Module 6: Strategic Approaches for Digital Organisations**

- Strategic Approaches for Digital Organisations
- Key Focus Areas for Digital Organisations
- Strategic Approaches for Customer/Market Relevance
- Customer Journeys
- Omnichannel Delivery and Support
- Seamless User Journey with Omnichannel Management
- Context-Sensitive Delivery and Support
- Customer Analytics
- Customer 360° Approach
- Staying Relevant: Evaluating and Responding to Customer Feedback
- Strategic Approaches for Operational Excellence
- Continual Improvement as the Basis for Strategy
- Automation

- Description of the Three Levels of Automation
- Service Optimisation
- Technology Modernisation
- Sourcing Strategies
- Workforce Strategies
- Employee 360 Approach

• **Day 03**

Module 7: Strategy Discussion and Approval

- Portfolio Optimisation
- An Organisation's Portfolios Enable a Return on Investment
- Business Cases, Portfolio, and Strategy
- Business Cases for Strategy
- Costs
- Risks
- Returns and Benefits
- Opportunity Costs
- Communicating the Business Case
- Intended Audience
- Timing
- Format

Module 8: Take Action

- How Strategies Are Implemented?
- Kotter's Eight-Step Process
- Satir Change Model
- Large-Scale Transformation
- Mergers and Acquisitions
- Individual Changes
- ITIL®4 DITS Assignment 3*
- Typical Activities of a Digital Transformation Programme
- Scenario 1: Building Capabilities to Become a Digital Organisation
- Scenario 2: Conducting a Single Digital Transformation Initiative

Module 9: Did We Get There?

- Key Facts About Measurement
- Types of Metric
- Lagging and Leading Metrics
- Outside-In and Inside-Out Metrics

- Metrics and Indicators
- Cascading and Linking Measurement
- Objectives and Key Results
- Measuring Strategy
- Measuring the Progress
- Measuring the Relevance
- Instrumenting Strategy
- Operational Reports and Dashboards
- Analytical Reports
- Operational Vs Analytical Reports
- Strategy Review

• **Day 04**

Module 10: How do we Keep the Momentum Going?

- Long Term Momentum – Ensuring Organisational Viability
- VUCA
- Digital Transformation
- Service Economy
- Ensuring the Viability of Digital Organisations
- ITIL®4 DITS Assignment 4*
- Key Behaviour Patterns and Organisational Characteristics
- Short-Term Momentum: Parallel Operation
- Parallel Operating Models (POMs)
- Cannibalism
- Erosion
- Concurrence
- Synergism
- Ineffective Operating Models
- Pace of Transition from the Old Model to a Digital Model
- Role of Continual Improvement in Parallel Operating Models

Module 11: Digital Leadership

- Digital Mind-Set
- Relationship Management
- Education and Learning
- Self-Education
- Evaluating Emerging Technology and Industry Trends
- Agile Management Techniques
- Defining and Using Strategic Metrics
- Orchestrating Diverse Environments
- Operationalising Strategy
- Business and Technology Management Skills

• Day 05

Module 12: Managing Innovation and Emerging Technologies

- Definition
- Managing Innovation as a Strategic Capability
- Managing Innovation as a mindset and Culture

- Achieving a Balanced Approach to Innovation
- Formal Approach to Innovation Management
- Organising Innovation Management
- Activities in Managing Innovation
- Generating New Ideas
- Filtering Ideas
- Incubating Ideas
- Evaluating Ideas
- Selecting Ideas
- Identify and Charter a Team to Build and Test the Innovation
- Developing Prototypes
- Design, Develop, and Testing
- Building a Culture that Supports Innovation
- Approaches to Innovation
- Evaluating and Adopting Emerging Technology
- Stages of Technology Adoption
- Emerging Technology in Context

Module 13: Managing Strategic Risk

- Definitions
- Risk Management in Digital Organisations
- Organising Risk Management
- Risk Identification
- Risk Identification – DICE
- Disruption Risks
- Innovation Risks
- Cybersecurity Risks
- Engagement Risks
- Qualitative Risk Analysis
- Risk Matrix
- Matrix Example for Qualitative Risk Analysis
- Scenario-Based Analysis
- Quantitative Risk Analysis
- Risk Triggers
- Risk Posture: Balancing Risk and Rewards of Digital Technology
- Risk Attitude
- Risk Treatment
- Achieving a Risk-Informed Mind-set or Culture

Exam Language English

Proctor's Language English

eBook Language English

Official Training Material Learner Kit Language English

eBook fee included

Official Training Material Learner Kit fee included ITIL ,5800\$ including EXAM Fees

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 1, 2025	June 5, 2025	5 days	4250.00 \$	Qatar - El Doha
July 28, 2025	Aug. 1, 2025	5 days	4950.00 \$	France - Paris
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 \$	UAE - Dubai