BOOST
THE LEADING TRAINING PROVIDER

Information Technology

ITIL® 4 Specialist: Drive Stakeholder Value (DSV)

Course Introduction

The **ITIL® 4 Specialist: Drive Stakeholder Value** course is an intensive and dynamic training program designed to equip individuals and professionals with the knowledge and skills needed to enhance stakeholder value within an organization. **ITIL®** (Information Technology Infrastructure Library) is a globally recognized framework for IT service management, focusing on delivering value to stakeholders.

Target Audience

- Customer Service Managers
- IT Service Managers
- Project Managers
- Product Managers
- Business Relationship Managers
- Marketing and Outreach Teams in IT
- Business Analysts

Learning Objectives

- To understand the principles and concepts of ITIL® 4, with a focus on driving stakeholder value
- To learn how to identify, engage, and manage stakeholders effectively
- To develop skills in shaping service experiences and ensuring value co-creation
- To apply ITIL® 4 principles to enhance stakeholder satisfaction and business outcomes
- To improve stakeholder management practices and contribute to service excellence

Course Outline

- **Day 01**

  Module 1: Understand How Customer Journeys are Designed

  - Concept of the Customer Journey
    - Definition: Customer Journey
  - Relationships Between Value Streams and Customer Journeys
  - Customer Journey and Service Interaction
  - Concept of Customer Journey
    - Customer Experience
    - User Experience
  - Three Aspects of the Customer and User Experience
  - Purpose of Identifying, Understanding, and Mastering the Customer Journey
  - Stages Involved in Designing an End-to-End Customer Journey and Experience
  - Stakeholder Aspirations
  - Touchpoints and Service Interactions
  - Mapping the Customer Journey
  - Personas and Scenarios
  - Customer Journey Maps
  - Example of a Customer Journey Map
  - Understanding the Customer Experience
  - Design Thinking
  - Marc Stickdorn's Five Principles of Service Design Thinking
  - Design Thinking
  - Leveraging Behavioural Psychology
  - Design for Different Cultures
  - Measuring and Improving the Customer Journey

  Module 2: How to Target Markets and Stakeholders?

  Step 1: Explore

  - Understanding Service Consumers and Their Needs
  - Purpose of the Organisation
  - The 'Golden Circle'
  - External and Internal Factors
  - SWOT Analysis
  - Objectives and Opportunities

- Risks and Mitigation
- Understanding Service Providers and their Offers
- Industry Standards and Reference Architectures
- Characteristics of Markets
    - Understanding Markets
    - Market Segmentation
    - Characteristic-Based Market Segmentation
    - Needs-Based Market Segmentation
    - Identifying and Analysing Service Consumers
- Marketing Activities and Techniques
    - Targeting Markets
    - Value Propositions
    - Marketplace and the Marketspace
    - Personalising and Profiling
    - Targeted Marketing
    - AIDA Model
    - Brand and Reputation
    - Sustainability and the Triple Bottom Line
    - Importance of Existing Customers

- **Day 02**

Module 3: How to Foster Stakeholder Relationships?

Step 2: Engage

- Communicating
- Cooperation and Collaboration
- Listening Modes
- Service Relationship Types
- Basic Relationship
- Cooperative Relationship
- Partnership
- Engaging and Fostering Relationships in Different Environments
- Building Service Relationships
- Service Relationship Ladder
- 5 Steps of the Service Relationship Ladder
- Creating an Environment that Allows Relational Patterns to Emerge
- Initial Engagement Tools
- Building and Sustaining Trust and Relationships
- Trust and Relationship Factors
- Three C's Model Applied to a Service Relationship

- Three C's Model
- How to Develop Customer Relationships?
    - Building of Trust and Relationships
    - Understanding Service Provider Capabilities
    - Understanding Customer Needs
    - Understanding Value Drivers
    - Value Drivers
    - Example of a Value Driver Framework
    - How Service, Services Interactions, Service Offerings, Products, and Resources are Related
    - Assessing Mutual Readiness and Maturity
    - Types of Maturity Assessment in the Engage Step
    - Managing Suppliers and Partners
    - Relationship Management: Service Integrator Activities
    - Supplier Management Practice

Module 4: How to Shape Demand and Define Service Offerings?

Step 3: Offer

- Managing Demand and Opportunities
- Patterns of Business Activity
- Optimising Capacity
- Capacity and Performance Management Practice
- Shaping or Smoothing Demand
- Pricing and Charging
- Building the Customer Business Case
- Building the Service Provider Business Case
- How to Collect, Specify, and Prioritise Requirements from a Diverse Range of Stakeholders?
    - Specifying and Managing Customer Requirements
    - Roles and Responsibilities
    - Managing Requirements
    - Minimum Viable Product – MVP
    - User Stories and Story Mapping
    - MoSCoW Method
    - Weighted Shortest Job First
- Methods for Designing Digital Service Experiences Based on Value-Driven, Data-Driven, and User Centred Service Design
    - Designing Service Offerings and User Experience
    - Lean Thinking

- ◦ Agile Product and Service Development
- ◦ User-Centred Design and Service Design Thinking
- ◦ Service Blueprinting
- ◦ Design for Onboarding
- ◦ Approaches for Selling and Obtaining Service Offerings
  - ◦ Selling and Obtaining Service Offerings
  - ◦ Pricing
  - ◦ Internal and External Sales
  - ◦ Business Analysis Management Practice

- **Day 03**

Module 5: How to Align Expectations and Agree Details of Services?

Step 4: Agree

- ◦ Agreeing and Planning Value Co-Creation
- ◦ Types of Service Value Drivers
- ◦ Service Interaction Method
- ◦ Inherent and Assigned Characteristics of Services
- ◦ How to Negotiate and Agree Service Utility, Warranty, and Experience?
  - ◦ From Service Consumer Needs to Agreement
  - ◦ SLA Content and Structure
  - ◦ Service Level Management Practice
  - ◦ Negotiating and Agreeing Service Utility, Warranty, and Experience

Module 6: How to Onboard and Offboard Customers and Users?

Step 5: Onboarding

- ◦ Purposes of Onboarding and Offboarding
- ◦ Onboard
  - ◦ Planning Onboarding
  - ◦ Onboarding Goals
  - ◦ Onboarding Scope
  - ◦ Examples of Consumer Resources to Onboard
  - ◦ Onboarding Customer and Users: Onboarding Actions
  - ◦ Examples of Service Provider, Service Consumer, and Supplier/Partner Onboarding Actions
  - ◦ Onboarding Control
- ◦ Ways of Relating with Users and Fostering User Relationships
  - ◦ Relating to Users and Fostering Relationships
  - ◦ Fostering Relationships with Corporate Users

- Fostering Relationships with Individual Service Consumers
- Providing User Engagement and Delivery Channels
- Seamless User Journey with Omnichannel Management
- Examples of Omnichannel Challenges that have to be Considered by Service Providers
- Enabling Users for Services
- Offboarding Customers and Users
- Customer Offboarding
- User Offboarding
- Service Catalogue Management Practice
- Service Desk Management Practice
- Understand How Users Can Request Services
  - On-going Service Interactions
  - Service Requests
  - Service Desk Interactions
  - When Things Go Wrong
  - Moments of Truth
  - Intelligent Disobedience
  - Customer and User Feedback
  - Challenges and Solutions for Continual Customer and User Feedback

- **Day 04**

  Module 7: How to Act Together to Ensure Continual Value Co-Creation?

  Step 6: Co-Create

  - Fostering a Service Mindset
  - Service Mindset for Service Provision
  - Methods for Triaging of User Requests
  - Concept of User Communities
    - Nurturing User Communities
    - Super-Users
    - Service Requests

- **Day 05**

  Module 8: How to Realise and Validate Service Value?

  Step 7: Realise

  - Realising Service Value in Different Settings
  - Tracking, Assessing, and Evaluating Value Realisation in Different Types of Service Relationships

- ◦ Methods to Track and Monitor Service Value
  - ◦ Tracking Value Realisation
  - ◦ Tracking Performance, Output, and Outcome
  - ◦ Tracking Experience and Satisfaction
  - ◦ Tracking Service Usage
  - ◦ Assessing and Reporting Value Realisation
  - ◦ Evaluating Value Realisation and Improving Customer Journeys
  - ◦ Evaluation and Verification
  - ◦ Continual Improvement
  - ◦ Tracking, Assessing, and Evaluating Outcomes
- ◦ Charging Mechanisms
  - ◦ Charging and Billing
  - ◦ Portfolio Management
  - ◦ Drive Stakeholder Value – Conclusion

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 18, 2025	May 22, 2025	5 days	4250.00 $	KSA - Riyadh
Sept. 29, 2025	Oct. 3, 2025	5 days	4950.00 $	England - London
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 $	UAE - Dubai