

## ITIL® 4 Strategic Leader Digital and IT Strategy (DITS)

### Overview

This course takes you on a digital strategy journey. Its iterative, eight-step model moves from “vision” through to “actions” and is about creating sustainable, digital momentum. You experience the four key capabilities to develop a holistic, digital capability framework: digital leadership, managing innovation and emerging technologies, risk management and structuring a digital enterprise. This course is aimed at people in senior roles including CIOs, chief digital officers and other aspiring CxOs, as well as consultants and others involved in digital transformations, service delivery and strategic delivery.

### Prerequisite Comments

ITIL® 4 Foundation certificate or ITIL® 4 Managing Professional Transition certificate

Have attended an accredited training course

Complete and receive a passing score on the 4 Case Study Assignments included in the course (click here for more information)

Have a minimum of three years of IT managerial experience

### Target Audience

This course is ideal for:

Individuals continuing their journey in service management

ITSM managers and aspiring ITSM managers

ITSM practitioners who are responsible for managing and integrating stakeholders, and/or are responsible for fostering relationships with partners and suppliers

Existing ITIL qualification holders wishing to develop their knowledge

### Course Objectives

By the end of this course, you will understand:

The internal and external factors to consider while crafting digital strategy

How IT strategy differs from digital strategy and how they can be integrated

Creating a digital strategy that achieves the most value from digital

Implementing and sustaining digital strategy

Developing and nurturing digital capabilities for continual business innovation and value co-creation

[Register Online](#)

### Schedule

Class Length: 3 Days

G2R = “Guaranteed to Run” | OLL = “Online LIVE”  
 ILT = “Instructor-Led-Training”

08/18/21	G2R	11:00AM - 7:00PM	Ottawa, ON	OLL	\$0.00
12/06/21	G2R	9:00AM - 5:00PM	Ottawa, ON	OLL	\$0.00

## Course Outline

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### **1 - ITIL Guiding Principles to All Aspects of Digital and IT Strategy**

Focus on Value  
Start Where You Are  
Progress Iteratively with Feedback  
Collaborate and Promote Visibility  
Think and Work Holistically  
Keep It Simple and Practical  
Optimise and Automate

### **2 - Leverage Digital Strategy to React to Digital Disruption**

Digital Technology  
Digital Business  
Digital Organisation  
Digitisation  
Digital Transformation  
Business Strategy and Business Models  
Digital and IT Strategy  
Products  
Services  
Relationship Between Digital, IT Strategy and Components of ITIL SVS.

### **3 - Relationship between Concepts of Digital and IT Strategy, Service Value System and Service Value Chain**

Environmental Analysis  
External Analysis: PESTLE  
Internal Analysis: Four Dimensions of Service Management

### **4 - How an Organisation Uses Digital and IT Strategy to Remain Viable in Environments**

How an Organisation's Viability is Related to Agile, Resilient, Lean, Continuous and Co-Creational it is  
How to Analyse the VUCA Factors and Address them in a Digital and IT Strategy  
Organisation's Position in a Particular Market or Industry  
Digital Positioning Tool to Determine Appropriate Position for a Digital Organisation

## 5 - Explain and Compare Three Levels of Digital Disruption

Ecosystem  
Industry/Market  
Organisational  
Influenced factors  
Achieving Customer/Market Relevance  
Achieving Operational Excellence  
Internal and External Focus  
Balanced Approach

## 6 - Strategic Approaches by Digital and IT to Achieve Customer/Market Relevance and Operational Excellence

How to Apply Approaches to Achieve Customer/Market Relevance  
Customer Journeys  
Omnichannel Delivery and Support  
Context-Sensitive Delivery and Support  
Customer Analytics  
Customer Feedback and 360° Approaches  
How to Achieve Operational Excellence in the Four Dimensions of Service Management  
Understand the Financial Aspects of Digital and IT Strategy in Terms of the Following  
Financial Policies  
Portfolio Optimisation  
Funding Projects, Products and Services  
Balancing Cost of Innovation and Operation  
Charging Models  
Assess Strategic Approaches for Digital Organisations

## 7 - Risks and Opportunities of Digital and IT Strategy

Concept of Risk Management in the Context of a Digital Organisation  
Context of Digital and IT Strategy  
Identify Risk  
Assess Risk  
Concept of Risk Posture and Show How to Determine an Acceptable Balance Between Opportunity and Risk  
Explain the Concept of Innovation, Including its Key Elements and Techniques  
Apply Techniques to Develop and Maintain a Culture of Innovation

## 8 - Steps and Techniques Involved in Defining and Advocating for Digital and IT Strategy

How to Use Digital Readiness Assessment to Perform Gap Analysis Between an Organisation's Current and Desired Positions Approaches for Scraping Data from Dynamic Websites  
How to Define and Communicate a Vision and a Strategy  
How to Use Business Cases to Advocate for a Digital and IT Strategy

## 9 - Implementation of a Digital and IT Strategy

How to Define Operating Models for Digital Organisations  
Major Skills Required of Leaders in Digital Organisation  
Apply Approaches to Strategy Coordination and Implementation:  
Large-Scale Transformation  
Incremental Transformation  
Mergers and Acquisitions  
Individual Changes  
Approaches to POMs (Parallel Operating Models)  
How to Assess Success of a Digital and IT Strategy  
Typical Activities of a Digital Transformation Programme

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