

# ITIL® Digital & IT Strategy (DITS)

Duration: 4 days

## COURSE DESCRIPTION

We are in a time of exciting change full of opportunity. Digital services are helping organizations to compete in the modern digital economy. This new digital era, known as the Fourth Industrial Revolution' which is characterized by the unavoidable interaction between humans, digital technologies and physical assets, has created an increasingly fastpaced and complex environment, requiring organizations to be more agile, better equipped to adapt what they do, and ready to adopt new ways of working to succeed.

The Digital and IT Strategy course adds a new perspective to the ITIL 4 guidance and elevates the discussion to an organizational strategy level.

The course enables IT and digital leaders to influence and drive strategic business decisions through creating an appropriate digital strategy aligned to the wider business goals, understanding how business and IT leaders respond to digital disruption and exploiting the ITIL 4 framework to support organizations on their challenging digital transformation journey.

The course will cover how ITIL 4 can be integrated with emerging practices and new technologies to meet new internal and external challenges in the age of volatility, uncertainty, complexity and ambiguity (VUCA).

## COURSE OBJECTIVE

On completion of this course, the following learning outcomes will be achieved:

- Demonstrate the use of ITIL Guiding Principles in Digital and IT Strategy (DITS) decisions
- Leverage digital strategy to respond to digital disruption
- Understand relationships between DITS with the Service Value System to create value
- Use DITS to remain viable in environments disrupted by digital disruption, achieve market relevance and operational excellence
- Identify and risks and opportunities in DITS
- Define, advocate and implement Digital & IT Strategy

## COURSE OUTLINE

### Module 1: ITIL Guiding Principles and DITS Decisions

- Relate the ITIL guiding principles to all aspects of Digital and IT Strategy

### Module 2: Concepts for Digital Strategy

- Digital Technology
- Digital Business
- Digital Organization
- Digitization
- Digital Transformation
- Business strategy and business models Digital and IT Strategy
- DITS and the components of the ITIL Service Value System

### Module 3: Factors affecting DITS

- PESTLE external analysis
- Four Dimensions of Service Management internal analysis

**Module 4: Viability during digital disruption**

- Agility, resilience, lean, continuous and value cocreation
- Analysing VUCA factors for DITS
- Three-Levels of digital disruption
- Factors influencing an organization's market/industry positioning
- Tools to determine appropriate digital organization market positioning

**Module 5: Strategic approaches for market relevance and operational excellence**

- Customer journeys
- Omni-channel delivery and support
- Context-sensitive delivery and support
- Customer analytics
- Customer feedback and 360° approaches
- Achieving operational excellence in the four dimensions
- Financial policies in DITS
- Portfolio optimization
- Funding approaches for projects, products and services

**Module 6: Strategic approaches for market relevance and operational excellence (ctd)**

- Balancing cost of innovation and operation
- Charging models

**Module 7: Risk and Opportunities in DITS**

- Risk management in a digital organization
- Identifying and assessing risk
- Risk posture and balancing risks
- Innovation elements and techniques
- Develop an innovation culture

**Module 8: Advocating a Digital and IT Strategy**

- Digital readiness assessment
- Define and communicate a vision and strategy
- Business cases to advocate DITS

**Module 9: Implementing a Digital and IT Strategy**

- Operating models for digital organizations
- Strategy coordination and implementation
- Approaches to Parallel Operating Models
- Assessing success of DITS
- Activities of a digital transformation programme

**WHO SHOULD ATTEND**

The target audience for this course and qualification are:

- Individuals at the IT management level or ITSM leaders, business heads, aspiring C-suite professionals and other senior business leaders across the organisation who help
  - Craft a digital vision
  - Develop a cross-organization digital strategy
  - Strategically manage risk

- Drive organizational change
- Survive and thrive in a VUCA environment
- Individuals who seek the ITIL Strategic Leader designation

### PRE-REQUISITES

Candidates must already have either:

- A certificate in ITIL4 Foundation OR
- ITIL4 Managing Professional Transition Module
- Demonstrate a minimum of three years of managerial experience

### CERTIFICATION

Participants of the course who successfully pass the course case study assessment and certification examination will be recognized as certified with ITIL 4 Leader: Digital and IT Strategy.

### CASE STUDY ASSESSMENT

- 3 Assignments of 60 mins and 1 Assignment of 90 minutes in group format OR
- 4 individual written assignments of
- 60 minutes each
- 30 marks required to pass (out of 40) – 75%
- Open-book

### EXAMINATION

- 30 Multiple Choice Questions
- 21 marks required to pass (out of 30 available) – 70%
- 60 minutes duration
- Closed-book