ITIL Service Strategy

Course Introduction   **3m**

Course Introduction

Chapter 01 - Course Introduction   **13m**

Lesson: Course Organization

Welcome to the Course!

Mentoring Community Introductions

Why Are You Here?

Using Bloom's Taxonomy

What do you Expect?

Housekeeping Online

Lesson: Course Conventions & Agenda

Conventions Used

Quizzes & Exercises

ITIL Qualification Scheme

ITIL Intermediate Exams

Getting Started with an Online Class

Chapter 01 Review

Chapter 02 - Service Strategy   **1h 1m**

Lesson: Introduction to Service Strategy

Service Strategy in the Service Lifecycle

Managing Across the Lifecycle

Purpose, Goals & Objectives of Service Strategy

Scope of Service Strategy

Value of Service Strategy

Service Strategy – Principles

Strategy Basics

Service Strategy Fundamentals

IT Service Management

Service

Value Creation

Mind Gap

Marketing Mindset

Communicating Utility

Communicating Warranty

Utility & Warranty

Service Assets

Capabilities & Resources

Business Units

Service Units

Lesson: Service Provider Types

Service Provider Types

Internal Service Provider

Shared Services Unit

External Services Unit

Choosing a Service Provider Type

Lesson: Service Structures

Service Structures

Value Chain

Value Network
Lesson: The 4-Ps of Strategy
The 4 Ps of Strategy
Perspective
Position
Plan
Pattern
Lesson: Service Strategy Summary
Service Strategy Summary
Checkpoint
Chapter 02 Review

Chapter 03 - Services & Strategy   **51m**
Lesson: Defining Services & Market Spaces
Steps of Service Definition
Define the Market & Identify Customers
Understand the Customer
Quantify the Outcomes
Services & Strategy
Classify & Visualize
Understand Opportunities
Market Space
Outcome-based Service Definition
Service Model
Dynamics of a Service Model
Service Units & Packages
Lesson: Service Strategy Across the Lifecycle
Service Economics
Strategy-Driven Capability
Strategy & the Lifecycle
Strategy & Design
Outcome-Driven Design
Constraint-Driven Design
Pricing-Driven Design
Strategy & Transition
Strategy & Operations
Deployment Patterns
Hosting the Contract Portfolio
Managing Demand
Strategy & CSI
Improvement-Driven Feedback
Quality Perspectives
Warranty Factors
Reliability
Maintainability
Redundancy
Availability Factors
Lesson: Services & Strategy Summary
Services & Strategy Summary
Checkpoint
Chapter 03 Review

Chapter 04 - Service Strategy Processes   2h 58m

Lesson: Strategy Management for IT Services Introduction
Introduction
Purpose, Goals & Objectives
Scope
Business Value
Concepts
Activities
Formulating Service Strategy
Strategic Assessment
Analyze Internal Environment
Analyze External Environment
Define Market Space
Identify Strategic Industry Factors
Establish Objectives
Strategy Generation
Determine Perspective
Form Position
Craft Plan
Adopt Patterns of Action
Strategy Execution
Engage other Lifecycle Processes
Align Assets & Outcomes
Optimize Critical Success Factors
Prioritize Investments
Measure & Evaluate
Service Management for Internal Service Providers
Triggers, Inputs & Outputs
Relationships
Critical Success Factors
Challenges & Risks
Strategy Management for IT Services Summary
Lesson: Service Portfolio Management
Introduction
Purpose, Goals & Objectives
Scope
Value to the Business
Concepts
Business & IT Service Management
Service Portfolio
Service Portfolio Methods
Define
Option Space Tool
Analyze
Approve
Charter
Triggers, Inputs & Outputs
Relationships
Critical Success Factors
Challenges & Risks
Summary
Lesson: Financial Management
Introduction
Purpose, Goals & Objectives
Scope
Value to the Business

Service Operation
Continual Service Improvement
Critical Success Factors
Challenges & Risks
Business Relationship Management Summary
Lesson: Service Strategy Processes Summary
Service Strategy Processes Summary
Checkpoint
Chapter 04 Review

Chapter 05 - Organizing & Sourcing   46m
Lesson: Strategy & Governance
Governance
Setting Strategies, Policies & Plans
Governance Framework
Service Strategy & Governance
Lesson: Strategy & Organization
Strategy & Organization
Organizational Development
Stage 1 – Network
Stage 2 – Directive
Stage 3 – Delegation
Stage 4 – Coordination
Stage 5 – Collaboration
Organizational Departmentalization
Organizational Design
Organizational Culture
Generic Roles & Responsibilities
Service Owner
Process Owner
Process Manager
Process Practitioner
Service Strategy Roles & Responsibilities
Strategy Management for IT Services
IT Steering Group
IT Director or Service Management Director
Service Portfolio Management
Business Relationship Management
Financial Management
Demand Management
Lesson: Sourcing Strategy
Sourcing Strategy
Sourcing Decisions
Sourcing Structures
Multi-Vendor Sourcing
Service Provider Interfaces
Sourcing Governance
Critical Success Factors
Roles & Responsibilities
Lesson: Organization & Sourcing Summary
Organizing & Sourcing Summary
Checkpoint
Chapter 05 Review

Chapter 06 - Implementation

30m

Lesson: Technology Considerations
Socio-technical Systems
Service Automation
Service Interfaces
Lesson: Implementation
A Top Down Approach
Implementation Across the Lifecycle
Set the Implementation Strategy
Design Service Strategy
Transition Service Strategy
Execute (Operate) Service Strategy
Improve Service Strategy
Lesson: Challenges, Risks & CSFs
Challenges
Risks
Critical Success Factors
Lesson: Implementation Summary
Implementation Summary
Checkpoint
Chapter 06 Review
Course Closure

Total Duration: 6hrs 21m