

ITIL: Service Strategy (SS) – (Revision 1.6)

Course Overview

This hands-on course leads to a Certificate in ITIL Service Lifecycle Management - Service Strategy. Upon successful completion, students can expect to gain competencies in the leading discussions on Service Strategy, defining services and market spaces, conducting strategic analysis, applying Financial Management, managing demand, driving strategy through the Service Lifecycle, and understanding Critical success factors and risks. The main focus is the Lifecycle itself, the use of process and practice elements used within it, and the management capabilities needed to deliver quality Service Management practices in an organization.

Course Outline

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
Concepts
Financial Management Activities Overview
Process Activities
Accounting
Accounting Activities
Cost Models
Cost Centers & Cost Units
Service Valuation
Cost Types & Elements
Cost Allocation
Budgeting
Budgeting Activities
Charging Activity
Pricing
Financial Management Cycles
Return on Investment
Triggers, Inputs & Outputs
Relationships
Information
Critical Success Factors
Challenges & Risks
Summary

Lesson: Demand Management

Introduction
Purpose, Goals & Objectives
Scope
Value to the Business

Concepts
Activity-Based Demand Management
Business Activity Patterns
Patterns of Business Activity
User Profile
Matching UP to PBA
Demand Modeling
Managing Demand
Service Packages
Triggers, Inputs & Outputs
Relationships
Critical Success Factors
Challenges & Risks
Summary

Lesson: Business Relationship Management

Introduction
Purpose, Goals & Objectives
Scope
Business Value
Policies, Principles & Concepts
Process Initiation
Customer
Service Provider
Triggers, Inputs & Outputs
Relationships
BRM the Lifecycle & Tools
Service Strategy
Service Design
Service Transition
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

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

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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