

## ITIL® 4 Leader: Digital and IT Strategy (DITS) Certification Program

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### Course Summary

#### Description

The ITIL® best practice provides proven guidance to support organizations on their digital transformation journey. ITIL® 4 is the next iteration that incorporates all the best from previous versions and expands on this body of knowledge, by providing a practical and flexible approach to support organizations with a focus on delivering customer outcomes and value through IT-enabled services.

ITIL® 4 provides an end-to-end operating model for the delivery and operation of tech-enabled products and services. It enables IT teams to continue to play a crucial role in wider business strategy and integrates concepts from other industry best practices such as Lean, Agile and DevOps.

The advanced-level ITIL® 4 Managing Professional and Strategic Leader courses have been developed for IT practitioners working within technology and digital teams across organizations. To obtain the ITIL® 4 IT Strategic Leader designation, the candidate needs to complete the following courses:

- ITIL® 4 Leader: Digital and IT Strategy
- ITIL® 4 Strategist: Direct Plan and Improve

The **ITIL® 4 Leader: Digital and IT Strategy (DITS)** course provides the knowledge to enable IT and digital leaders to influence and drive strategic business decisions, by helping them to:

- Create an appropriate digital strategy aligned to wider business goals
- Understand how business and IT leaders across the globe are responding to disruption by reshaping corporate strategy, adapting processes and even repurposing entire business models.
- Explore the use of the ITIL® 4 framework to support organizations on their digital transformation journey, addressing service management challenges and utilizing new technology.

The DITS course also covers how ITIL® 4 can be integrated with emerging practices and new technologies to meet new internal and external challenges.

This is a full training package that includes the knowledge transfer as well as the associated certification exam.

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### Course Summary (cont)

#### Objectives

At the end of this course, students will have understanding of:

- The use of the ITIL® guiding principles in Digital and IT Strategy decisions and activities
- How to leverage digital strategy to react to digital disruption
- The relationship between the concepts of Digital and IT Strategy, the service value system and the service value chain, and explain how to utilize them to create value
- How an organization uses Digital and IT Strategy to remain viable in environments disrupted by digital technology
- Strategic approaches made possible by digital and information technology to achieve customer/market relevance and operational excellence
- The risks and opportunities of Digital and IT Strategy
- The steps and techniques involved in defining and advocating for a Digital and IT Strategy
- How to implement a Digital and IT Strategy

#### Topics

- Relating the ITIL® guiding principles to all aspects of Digital and IT Strategy
- Understanding Digital concepts
- Knowing how to explain the relationship between Digital and IT Strategy and the components of the ITIL SVS
- Ability to explain environmental analysis
- Knowing how to show how an organization's viability is related to its agile, resilient, lean, continuous, and co-creational capabilities
- Knowing how to analyze the VUCA factors and address them in a Digital and IT Strategy
- Explaining and comparing three levels of digital disruption
- Showing how an organization's position in a particular market or industry is influenced
- Using digital positioning tools to determine the appropriate position for a digital organization
- Knowing how to achieve customer/market relevance
- Knowing how to achieve operational excellence in the four dimensions of service management
- Understanding the financial aspects of Digital and IT strategy
- Assessing strategic approaches for digital organizations
- Explaining the concept of risk management in the context of a digital organization
- Knowing how to use a digital readiness assessment to perform a gap analysis between an organization's current and desired positions
- Explaining how to define and communicate a vision and a strategy
- Knowing how to use business cases to advocate for a Digital and IT Strategy
- Knowing how to define operating models for digital organizations
- Explaining the major skills required of leaders in a digital organization
- Strategy coordination and implementation
- Explaining approaches to POMs (parallel operating models)
- Explaining how to assess success of a Digital and IT Strategy
- Explaining the typical activities of a digital transformation program
- Practical assessment of Digital and IT Strategy knowledge capabilities through completion of in-class assignments
- Exam preparation guide

# Course Outline

ProTech Professional Technical Services, Inc.



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### Course Summary (cont)

#### Audience

The target audience for this course includes:

- IT and business directors, heads of department, aspiring C-suite professionals and other senior business leaders across the organization.
- It will help strategy and digital transformation consultants (internal and external) demonstrate how IT strategy differs from digital strategy, provide guidance for integrating digital and IT strategies and promote the importance of a successful digital strategy on business success.

#### Prerequisites

- The candidate must have passed the ITIL® 4 Foundation certification exam **OR** hold the ITIL® 4 Managing Professional Transition certificate
- Candidates must be able to demonstrate that they have a minimum of three year's managerial experience to be eligible to take ITIL 4 Leader: Digital and IT Strategy training
- Attendance in an accredited training course for this module and successful completion of the certificate exam

#### Duration

Three days

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| <p><i>I. Relating the ITIL® guiding principles to all aspects of Digital and IT Strategy</i></p> <p><i>II. Understanding Digital concepts</i></p> <ul style="list-style-type: none"> <li>A. Digital Technology</li> <li>B. Digital Business</li> <li>C. Digital Organization</li> <li>D. Digitization</li> <li>E. Digital Transformation</li> <li>F. Business strategy and business models</li> <li>G. Digital and IT Strategy</li> <li>H. Products</li> <li>I. Services</li> </ul> <p><i>III. Knowing how to explain the relationship between Digital and IT Strategy and the components of the ITIL SVS</i></p> <p><i>IV. Ability to explain environmental analysis</i></p> <ul style="list-style-type: none"> <li>A. External analysis: PESTLE</li> <li>B. Internal analysis: Four dimensions of service management</li> </ul> <p><i>V. Knowing how to show how an organization's viability is related to its agile, resilient, lean, continuous, and co-creational capabilities</i></p> <p><i>VI. Knowing how to analyze the VUCA factors and address them in a Digital and IT Strategy</i></p> <p><i>VII. Explaining and comparing three levels of digital disruption</i></p> <ul style="list-style-type: none"> <li>A. Ecosystem</li> <li>B. Industry/market</li> <li>C. Organizational</li> </ul> <p><i>VIII. Showing how an organization's position in a particular market or industry is influenced</i></p> <ul style="list-style-type: none"> <li>A. Achieving customer/market relevance</li> <li>B. Achieving operational excellence</li> <li>C. Internal and external focus</li> <li>D. Balanced approach</li> </ul> | <p><i>IX. Using digital positioning tools to determine the appropriate position for a digital organization</i></p> <p><i>X. Knowing how to achieve customer/market relevance</i></p> <ul style="list-style-type: none"> <li>A. Customer journeys</li> <li>B. Omni-channel delivery and support</li> <li>C. Context-sensitive delivery and support</li> <li>D. Customer analytics</li> <li>E. Customer feedback and 360° approaches</li> </ul> <p><i>XI. Knowing how to achieve operational excellence in the four dimensions of service management</i></p> <p><i>XII. Understanding the financial aspects of Digital and IT strategy</i></p> <ul style="list-style-type: none"> <li>A. Financial policies</li> <li>B. Portfolio optimization</li> <li>C. Funding projects, products, and services</li> <li>D. Balancing the cost of innovation and operation</li> <li>E. Charging models</li> </ul> <p><i>XIII. Assessing strategic approaches for digital organizations</i></p> <p><i>XIV. Explaining the concept of risk management in the context of a digital organization</i></p> <ul style="list-style-type: none"> <li>A. Identifying risk</li> <li>B. Assessing risk</li> <li>C. Knowing how to explain the concept of risk posture and show how to determine an acceptable balance between opportunity and risk</li> <li>D. Explaining the concept of innovation, including its key elements and techniques</li> <li>E. Knowing how to apply techniques to develop and maintain a culture of innovation</li> </ul> |
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**Course Outline (cont)**

- XV. *Knowing how to use a digital readiness assessment to perform a gap analysis between an organization’s current and desired positions*
- XVI. *Explaining how to define and communicate a vision and a strategy*
- XVII. *Knowing how to use business cases to advocate for a Digital and IT Strategy*
- XVIII. *Knowing how to define operating models for digital organizations*
- XIX. *Explaining the major skills required of leaders in a digital organization*
- XX. *Strategy coordination and implementation*
- XXI. *Explaining approaches to POMs (parallel operating models)*
- XXII. *Explaining how to assess success of a Digital and IT Strategy*
- XXIII. *Explaining the typical activities of a digital transformation program*
- XXIV. *Practical assessment of Digital and IT Strategy knowledge capabilities through completion of in-class assignments*
- XXV. *Exam preparation guide*

- A. Large-scale transformation
- B. Incremental transformation
- C. Mergers and acquisitions
- D. Individual changes