

# COURSE OVERVIEW

**Course Name:**  
(MC-DSVE) ITIL4 Drive Stakeholder Value

**COURSE DURATION: 3 Days**

**Gauteng:**

3rd Floor, 34 Whitely Road  
Melrose Arch  
Johannesburg  
2196

**Gauteng:**

192 on Bram  
192 Bram Fischer Drive  
Ferndale, Randburg  
Johannesburg  
2160

**Cape Town:**

3rd Floor, Thomas Pattullo Building  
19 Jan Smuts St  
Cape Town  
8000

**Durban:**

9 Mountview Close  
Broadlands  
Mount Edgecombe  
Durban  
4302



**087 941 5764**



**sales@impactful.co.za**



**impactful.co.za**

## INTRODUCTION

The ITIL 4 Specialist Drive Stakeholder Value course covers all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. It focuses on the conversion of demand into value via IT-enabled services and focuses on the customer journey. It will provide candidates with the tools to increase stakeholder satisfaction by co-creating value which is integral to business success in the modern service economy.

This course covers a wide range of methods that will enable IT professionals to interact with stakeholders to influence and improve the overall customer/user experience.

## DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
  - Johannesburg, Durban, Cape Town
- Virtual instructor-led training
- Nationally: on-site at the client



**IMPACTFUL**  
Powered by LRMG

## INTENDED AUDIENCE

- IT and digital professionals responsible for managing and interfacing with stakeholders and fostering relationships to gain value realisation.
- Anyone who designs or manages customer journeys and experiences.
- IT and digital professionals who need to manage customer demands and expectations.

## PREREQUISITES

- Learners must have an ITIL 4 Foundation certificate or have attended and passed ITIL 4 Managing Professional Transition.
- ITIL v3 or previous versions of ITIL Foundation certificates are NOT a valid prerequisite.

## COURSE OBJECTIVES

As part of ITIL 4 Specialist: Drive Stakeholder Value course delegates will learn how to:

- Shape customer demand - Effectively manage stakeholders and target them with the right service offerings and value propositions.
- Create a trusted relationship with your stakeholders - Understand how to use effective and timely communication to influence stakeholders at all levels to encourage a culture of collaboration and transparency.
- Develop mutually agreed requirements - Establish consumers and producers as multi-dependent, ensuring that value is always mutually agreed, and requirements are prioritised.
- Ensure high customer satisfaction levels - Keep customers front-of-mind and adopt a service mindset.
- Optimise the customer experience - Integrate Human Centred Design, Customer Experience (CX), User Experience (UX) design, and customer journey mapping to deliver services that delight and evolve as environments change.

## COURSE CONTENT

This certificated course consists of the following areas of learning.

- Introduction
- Customer journey
- Customer journey: Explore
- Customer journey: Engage
- Customer journey: Offer
- Customer journey: Agree
- Customer journey: Onboard
- Customer journey: Co-create
- Customer journey: Realise

## ASSOCIATED EXAMS AND CERTIFICATION

- 90-minute duration
- Closed book
- 40 questions
- Pass mark is 70% or higher – a raw score of 28 marks or above