




Leading Your Business Transformation

The background of the middle section is a blurred image of business professionals in a modern office setting. Overlaid on the right side of this background are several white, stylized gear icons of varying sizes, symbolizing industry and technology.

ITIL® V4 Drive Stakeholder Value (DSV)

Course syllabus V1.0

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1. Introduction to the course syllabus

This document provides the detailed outline of the ITIL 4 Drive Stakeholder Value (DSV) 3-day course. You will be provided you with:

- Course syllabus
- Presentation material
- Two sample exams

The ITIL 4 Specialist: Drive Stakeholder Value module is part of the Managing Professional stream for ITIL 4, and participants need to pass the related certification exam for working towards the Managing Professional (MP) designation. The ITIL 4 Specialist: Drive Stakeholder module provides guidance on establishing, maintaining, and developing effective service relationships at appropriate levels. It guides the organizations on a service journey in their service provider and consumer roles, supporting effective interaction and communication.

2. Course preparation

You are required to have successfully obtained your ITIL 4 Foundation certificate.

3. Administrative and logistical activities

If you are scheduled to take the certification exam, you should have received a confirmation e-mail asking you to confirm registration data. If you have any questions or problems regarding the exam registration, please talk to your trainer.

4. Target group

The target group of the ITIL 4 DSV certificate in IT Service Management is drawn from:

- Individuals who require an advanced and more specific understanding of the ITIL framework and how it may be used to enhance the quality of IT service management within an organization.
- IT professionals who are working within an organization that has adopted and adapted ITIL who need to be informed and also contribute to an ongoing service improvement program.

This may include but is not limited to, IT professionals, business managers and business process owners.

5. Course objectives

The ITIL 4 DSV course objectives are to guide candidates on:

- Understanding how customer journeys are designed and to:

- Learn how to design and improve customer journeys



- Understanding how to target markets and stakeholders and to:
 - Learn the characteristics of the markets
 - Learn marketing activities and techniques
 - Learn to describe customer needs and the internal and external factors that affect them
 - Learn how to identify service providers and explain their value propositions
- Understanding how to foster relationships with stakeholders and to:
 - Learn to analyze customer needs
- Learning how to use communication and collaboration activities and techniques
- Understanding how to align expectations and agree service details and to:
 - Learn how to plan for value creation
 - Learn to negotiate and agree on utility, warranty and service experience
- Understanding how to integrate and disconnect customers and users:
- Discovering different approaches to mutually elevate the capabilities of customers, users and service providers and to:
 - Learn how to prepare integration and non-boarding plans
 - Learn how to develop user engagement and delivery channels
- Understanding how to act together to ensure continuous co-creation of value (consumption / provisioning of services):
- Finding out how users can request services and to:
 - Learn methods to encourage and manage customer and user feedback
 - Learn to foster a spirit of service (attitude, behavior and culture)
- Understanding how to realize and validate the value of the service and to:
 - Learn methods to measure service usage and the experience and satisfaction of customers and users
- Learning about the different types of service performance and performance reports

6. Delivery method

6.1 Educational alternatives

This course was designed so that it makes use of the following educational alternatives:

- **Deduction:** Using anecdotes and examples, the training presents use cases before the concepts have even been covered. The students deduct the learning from their own analysis. The topic and its concepts are presented afterwards to demonstrate how theory applies to what was deducted.
- **Questioning:** Asking questions forces participants to stop and think

about different variables. It also enables the participants to put the newly acquired knowledge to the test. Quizzes have been incorporated as part of the training to make sure that the concepts are well understood by the participants.

- **Demonstrating:** Some use cases have been incorporated to the training AFTER the concepts. These serve to explain a cause and effect relationship using the newly acquired knowledge.

7. Exam

The ITIL 4 DSV Certification Exam is offered online or if required paper-based on the final day of class. It is a 40-question multiple-choice exam and 28/40 is required at the minimum to succeed to the exam, or 70%. The duration of the exam is 90 minutes, 20 minutes can be added if your first language is not English.

8. Session plans

The following provides individual session objectives for the different modules covered in the training.

Course Outline:

Course Introduction

Module 1: Customer Journey

- Purpose of the Module
- Purpose of Mastering the Customer Journey
- Touchpoints and Service Interactions
- Module Topics
- Mapping the Customer Journey
- Designing the Customer Journey
- Measuring and Improving the Customer Journey

Module 2: Customer Journey Step 1: Explore

- Purpose of the Module
- Purpose of the Explore Step
- Module Topics
- Understanding Service Consumers
- Understanding Service Providers
- Understanding and Targeting Markets

Module 3: Customer Journey Step 2: Engage



- Purpose of the Module
- Purpose of the Engage Step
- Aspects of Service Value
- Module Topics
- Service Relationship Types
- Building Service Relationships
- Building and Sustaining Trust and Relationships
- Analyzing Customer Needs
- Managing Suppliers and Partners

Module 4: Customer Journey Step 3: Offer

- Purpose of the Module
- Purpose of Shaping Demand and Service Offerings
- Module Topics
- Managing Demand and Opportunities
- Specifying and Managing Customer Requirements
- Designing Service Offerings and User Experience
- Selling and Obtaining Service Offerings

Module 5: Customer Journey Step 4: Agree

- Purpose of the Module
- Purpose of Aligning Expectations and Agreeing Services
- Module Topics
- Agreeing and Planning Value Co-Creation
- Negotiating and Agreeing a Service

Module 6: Customer Journey Step 5: Onboard

- Purpose of the Module
- Purpose of Onboarding and Offboarding
- ITIL Management Practices
- Module Topics
- Planning Onboarding
- Fostering Relationships with Users
- Providing User Engagement and Delivery Channels
- Enabling Users for Service
- Elevating Mutual Capabilities
- Offboarding

Module 7: Customer Journey Step 6: Co-create

- Purpose of the Module
- Purpose of Service Provision and Consumption
- Module Topics
- Service Mindset
- Ongoing Service Interactions
- Nurturing User Communities

Module 8: Customer Journey Step 7: Realize

- Purpose of the Module
- Measuring Service Value
- Purpose of Value Capturing and Customer Journey Improvement
- Realizing Service Value in Different Settings
- Module Topics
- Tracking Value Realization
- Assessing and Reporting Value Realization
- Evaluating Value Realization and Improving Customer Journeys
- Realizing Value for the Service Provider

Fifalde Consulting Inc. is a trusted independent advisor, helping organizations maximize efficiencies and increase value to their IT services. We specialize in the delivery of Information Technology Service Management (ITSM) and Information Security Management (ISM) consulting and training services, using best practices such as the Information Technology Infrastructure Library (ITIL®), TIPA®, TOGAF®, and standards such as ISO/IEC 20000, 27001, 38500 and others. Fifalde's team includes a network of the most accredited consultants and trainers in the IT industry.

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