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

Z Zetlan Technologies

DIPLOMA

Online Course

Course Modules

1. Introduction to ITIL4: Digital and IT Strategy (DITS)

- About ITIL4: DITS
- Continual Improvement Model
- ITIL Practices That Interact with ITIL4: DITS
- Digital and IT Strategy Context
- Governance & Mngmnt Shift from Traditnal to Digital Organstns
- Accelerated Innovatn Has Brought Greater Urgency to Business
- Traditional vs Continual Innovation Cycle

2. What is Digital and IT Strategy?

- Digital, Info, Operational and Communications Technology
- Information Technology (IT)
- Operational Technology (OT)
- Communication Technology (CT)
- Digital Organisation
- Digital Business
- Digitisation
- Digital Transformation
- Products and Services
- Wardley's Strategy Cycle

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

- Tiers of Strategy
- Traditional Perspective of Business, Digital and IT Strategy
- Business Strategy
- Digital Strategy
- Revised Perspective of Business, Digital, and IT Strategy
- IT Strategy
- Business Models
- Role of Business Models
- Business Models and Strategy
- Business Model Canvas
- Adapted Company Design Template
- Operating Models
- Operating Model Canvas
- Strategy and the Service Value System
- Opportunity and Demand
- Opportunity
- Demand
- Value
- Governance
- Guiding Principles
  - ITIL 7 Guiding Principles
- Continual Improvement
- Practices

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3. Strategy Journey

- What is Strategy Journey?

4. Vision

- What is the Vision?
- Digital Disruption
- Three Levels of Digital Disruption
- Ecosystem Disruption
- Industry Disruption
- Market Disruption
- Organisational Disruption
- Being a Disruptor or Responding to Disruption
- Deciding on a Balanced Strategic Focus
- Customer/Market Relevance
- Operational Excellence
- Internal and External Focus
- A Balanced Approach
- Positioning Tools for Digital Transformation
- Maturity Models
- Four Types of Digital Mastery
- Limits of Maturity Models
- Digital Positioning and Sense Making

- Digital positioning Assessment Framework
- Positning Assmnt Framework Focused on Business, Operatal
- Positioning Assessment Framework Focused on Physical
- ITIL4 DITS Assignment 1*
- Creating a Vision
- Confirming the Scope of the Vision
- Defining the Vision

5. Where are we Now?

- Environmental Analysis
- Context of Strategy Applied to the Four Dimensions of Service
- External Analysis
- Tools for External Environment Analysis
- Internal Analysis (The Four Dimensions of SM)
- Interactions Between the Organisation and its Environment
- Four Dimensions and Their Influence on Digital Strategy
- Tools for Internal Environmental Analysis
- Interactions Between the Organisation and its Environment
- Using the Results of Environmental Analysis
- Digital Readiness Assessment
- Evaluating Current Organisational Capabilities
- Gap Analysis
- Output

6. Where do we want to be and how do we get there?

- Strategy planning
- Strategy Cycles and Planning Horions
- Strategy Cycles
- Strategy Structure and Content
- Strategy Consists of Many Artefacts
- Elements of a Strategy Document
- Oversight and Controls
- Financial Aspects of Digital and IT Strategy
- Funding Projects, Products and Services
- Balancing the Cost of Innovation and Operation
- Full Cost Recovery Model (Working Capital Fund)
- Financial Polices
- Operational vs Capital Expenditure
- Funding Mix
- Planning for Growth
- Tax-Based Strategies
- Charging Models
- Using Business Models for Strategy Planning
- Barrett Model

7. Strategic Approaches for Digital Organisations

- Strategic Approaches for Digital Organisations
- Key Focus Areas for Digital Organisations
- Strategic Approaches for Customer/Market Relevance
- Customer Journeys
- Omnichannel Delivery and Support
- Seamless User Journey with Omnichannel Management
- Context-Sensitive Delivery and Support
- Customer Analytics
- Customer 360° Approach
- Staying Relevant: Evaluatg & Responding to Customr Feedback
- Strategic Approaches for Operational Excellence
- Continual Improvement as the Basis for Strategy
- Automation
- Description of the Three Levels of Automation
- Service Optimisation
- Technology Modernisation
- Sourcing Strategies
- Workforce Strategies
- Employee 360 Approach

8. Strategy Discussion and Approval

- Portfolio Optimisation
- An Organisation's Portfolios Enable a Return on Investment
- Business Cases, Portfolio, and Strategy
- Business Cases for Strategy
- Costs
- Risks
- Returns and Benefits
- Opportunity Costs
- Communicating the Business Case
- Intended Audience
- Timing
- Format

9. Take Action

- How Strategies Are Implemented?
- Kotter's Eight-Step Process
- Satir Change Model
- Large Scale Transformation
- Incremental Transformation
- Mergers and Acquisitions
- Individual Changes
- ITIL4 DITS Assignment 3*
- Typical Activities of a Digital Transformation Programme
- Scenario 1: Building Capabilities to Become a Digital Organisatn
- Scenario 2: Conducting a Single Digital Transformation Initiative

10. Did We Get There?

- Key Facts About Measurement
- Types of Metric
- Lagging and Leading Metrics
- Outside-In and Inside-Out Metrics
- Metrics and Indicators
- Cascading and Linking Measurement
- Objectives and Key Results
- Measuring Strategy
- Measuring the Progress
- Measuring the Performance
- Measuring the Relevance
- Instrumenting Strategy
- Operational Reports and Dashboards
- Analytical Reports
- Operational vs Analytical Reports
- Strategy Review

11. How do we Keep the Momentum Going?

- Long Term Momentum – Ensuring Organisational Viability
- VUCA
- Digital Transformation
- Service Economy
- Ensuring the Viability of Digital Organisations
- ITIL4 DITS Assignment 4*
- Key Behaviour Patterns and Organisational Characteristics
- Short-Term Momentum: Parallel Operation
- Parallel Operating Models (POMs)
- Cannibalism
- Erosion
- Concurrence
- Synergism
- Ineffective Operating Models
- Pace of Transition from the Old Model to a Digital Model
- Role of Continual Improvement in Parallel Operating Models

12. Strategic Capabilities

- Digital Leadership
- Digital Mind-Set
- Communication
- Relationship Management
- Education and Learning
- Self-Education
- Evaluating Emerging Technology and Industry Trends
- Agile Management Techniques
- Defining and Using Strategic Metrics
- Orchestrating Diverse Environments
- Operationalising Strategy
- Business and Technology Management Skills.

13. Managing Innovation and Emerging Technologies

- Definition
- Managing Innovation as a Strategic Capability
- Managing Innovation as a Mind-set and Culture
- Achieving a Balanced Approach to Innovation
- Formal Approach to Innovation Management
- Organising Innovation Management
- Activities in Managing Innovation
- Generating New Ideas
- Filtering Ideas
- Incubating Ideas
- Evaluating Ideas
- Selecting Ideas
- Identify and Charter a Team to Build and Test the Innovation
- Developing Prototypes
- Design, Develop and Testing
- Building a Culture that Supports Innovation
- Approaches to Innovation
- Evaluating and Adopting Emerging Technology
- Stages of Technology Adoption
- Emerging Technology in Context

14. Managing Strategic Risk

- Definitions
- Risk Management in Digital Organisations
- Organising Risk Management
- Risk Identification
- Risk Identification – DICE
- Disruption Risks
- Innovation Risks
- Cybersecurity Risks
- Engagement Risks
- Qualitative Risk Analysis
- Risk Matrix
- Scenario-Based Analysis
- Quantitative Risk Analysis
- Risk Triggers
- Risk Posture: Balancing Risk & Rewards of Digital Technology
- Risk Attitude
- Risk Treatment
- Achieving a Risk-Informed Mind-set or Culture

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