

**ITIL Specialist: Drive Stakeholder Value**

**Course Number:** ITIL-128  
**Duration:** 3 days

**Overview**

This ITIL® Drive Stakeholder Value training course teaches IT professionals how to design customer journeys, create and foster stakeholder relationships, shape demand and define service offerings, onboard and offboard customers and users, create feedback and improvement opportunities, and validate service value and outcomes.

**ITIL Specialist: Drive Stakeholder Value Exam:** A voucher for a 90-minute, 40 question examination for each student is included with this class. If desired at an additional cost, an independent exam proctor can be arranged for your team at the end of the course.

**Prerequisites**

All students must have taken [ITIL 4 Foundations](file:////training/itil-4-foundations) passed the ITIL 4 Foundation examination prior to attending this course.

**Materials**

All ITIL training students receive comprehensive courseware.

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**Software Needed on Each Student PC**

For in-person deliveries, attendees do not need computers for this course. We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

Online deliveries for this interactive training will use an online meeting platform (such as Zoom, WebEx, GoTo, or Teams) for face-to-face contact online, including use of breakout rooms for group activities.

**Objectives**

* Plan and build customer journeys
* Define and manage relationships with customers and suppliers
* Shape demand and define service offerings
* Build and Implement Onboarding and Offboarding Plans
* Learn how to Elevate Mutual Capabilities
* Understand “moments of truth”
* Realize and Validate Service Value

**Outline**

* Introduction
* Designing a Customer Journey
* Fostering Stakeholder Relationships
  + Mutual Readiness and Maturity
  + Supplier/Partner Relationship Types
  + Developing Customer Relationships
* Shaping Service Demand and Defining Service Offerings
  + Digital Service Experiences
    - Value-driven
    - Data-driven
    - User-centered
  + Selling and procuring service offerings
* Onboarding and Offboarding Customers and Users
  + Key Transition Activities
  + Fostering User Relationships
  + User Authorization
  + Mutual Elevation of Capabilities
  + Preparing Onboarding and Offboarding Plans
  + User Engagement and Delivery Channels
* Co-Creation of Value
  + Requesting Services
  + Managing Feedback
  + Moments of Truth
* Conclusion