

# ITIL® 4 LEADER: DIGITAL AND IT STRATEGY (DITS)

ENABLING BUSINESS SUCCESS THROUGH  
THE CREATION OF DIGITAL AND I.T. STRATEGIES



AXELOS GLOBAL BEST PRACTICE  
MESSAGING MATRIX

JULY 2020

## ITIL 4 Leader: Digital and IT Strategy Messaging Matrix

### ITIL Overarching Value Proposition

ITIL is the most widely recognized framework for IT enabled services in the world. It supports organizations and individuals to gain optimal value from IT and digital services. It helps define the direction of the service provider with a clear capability model and aligns them to the business strategy and customer needs. ITIL provides comprehensive, practical and proven guidance for establishing a service management system. It also provides a common language (glossary of terms) for businesses using IT-enabled services.

ITIL, the professionally recognized certification scheme, provides comprehensive, practical and proven guidance for an organization's digital services and is utilised by 90% of Fortune 500 companies.

ITIL 4 is the evolution of this well-established framework, to provide a flexible end-to-end IT/digital operating model for the delivery and operation of tech-enabled products and services.

### ITIL 4 Value Proposition

We are in a time of exciting change full of opportunity. Digital services are helping organizations to compete in the modern digital economy. But this new digital era, known as the 'Fourth Industrial Revolution' and characterized by the unavoidable interaction between humans, digital technologies and physical assets, has created an increasingly fast-paced and complex environment, requiring organizations to be more agile, better equipped to adapt what they do, and ready to adopt new ways of working to succeed.

The ITIL 4 framework helps organizations to connect and align these different challenges that are relevant not only to ITSM professionals, but also to a wider range of professionals working in the digital world.

ITIL 4 has already helped many successful organizations to create valuable outcomes to meet increasing customer demands. Trailblazers and digital innovators such as Spotify and Vodafone are already seeing increased efficiency and customer satisfaction as a result of ITIL 4 methods.

## **ITIL 4 Strategic Leader Designation**

ITIL 4 Strategic Leader (ITIL SL) recognizes the value of ITIL, not just for IT operations, but for all digitally enabled services. Becoming an ITIL 4 Strategic Leader demonstrates that the individual has a clear understanding of how IT influences and shapes business strategy.

ITIL 4 Strategic Leader designation consists of two modules:

- **ITIL 4 Strategist: Direct Plan and Improve (universal module)**
- **ITIL 4 Leader: Digital and IT Strategy.**

To become an ITIL 4 Strategic Leader, candidates must complete all modules in the designation, with ITIL 4 Strategist Direct Plan and Improve being a universal module for both designations. In addition, 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.

## ITIL 4 Leader Digital and IT Strategy

### Enabling business success through the creation of digital and IT strategies

#### Value Proposition

ITIL 4 Leader: Digital and IT Strategy adds a new perspective to the ITIL 4 guidance and elevates the discussion around ITIL concepts to an organizational strategy level.

The module enables IT and digital leaders to influence and drive strategic business decisions, by helping them to:

- Create an appropriate digital strategy aligned to the wider business goals
- Understand how business and IT leaders across the globe are responding to digital 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 module also covers how ITIL 4 can be integrated with emerging practices and new technologies to meet new internal and external challenges.

Target audience	Problem / opportunity statement	Product features & Benefit statements [that answer the problem/opportunity]
<p>IT and business directors, heads of department, aspiring C-Suite professionals and other senior business leaders across the organization.</p> <p>It will help strategy and digital transformation consultants (internal and external) demonstrate how IT strategy differs from digital strategy,</p>	<p>The pace of evolution in the digital world has never been so fast. Organizations need to be flexible and adapt to the ever-changing environment if they want to keep providing value to their customers and remain competitive in the marketplace.</p>	<ul style="list-style-type: none"><li>• <b>Prepare your organization for the digital future</b> - IT and digital innovations have changed the business landscape. Understand the factors to consider when creating and setting up a digital strategy and how and why organizations need to evolve their strategies and working methods to compete. Learn how to build a digital transformation program or digitize your current services.</li></ul>

provide guidance for integrating digital and IT strategies and promote the importance of a successful digital strategy on business success.

Business leaders therefore need to be able to define and implement a successful digital strategy that enables their organizations to respond quickly to increasing demand, for new products and services, changing customer expectations and disruption from new technologies.

This module will provide guidance that helps leaders and aspiring leaders craft a digital vision and shape IT and business strategy for organizations to tackle a number of opportunities/challenges, including:

- Information security
- Migration to cloud
- Running bimodal
- Speed and agility, without fragility, to remain competitive
- Digital transformation
- Gaining efficiencies while doing all the above.

- **Develop a cross-organizational digital strategy** - Learn about the impact and importance of a successful digital strategy on business success, and the interrelation of digital strategy with other areas of the business.

Understand how IT strategy differs from digital strategy, how to integrate them and why it is important to not directly relate digital strategy to IT functions/areas.

- **Respond to digital disruption** - Understand how to strategically position an organization against digital disruptors to keep the business relevant to the desired customer base. Learn how to assess and understand internal and external factors when crafting a digital vision and building a robust digital strategy for long term growth.
- **Enable a sustainable business** - Help ensure your organization endures by encouraging a culture that is more agile, resilient, lean and continuously improving. Learn how value can be co-created in complex and volatile environments.
- **Drive operational excellence** - Learn how to assess digital readiness and how IT and digital technology can and should be utilized to boost operational performance and customer satisfaction.
- **Measure progress and continually improve** - Measure progress with Objectives and Key Results (OKRs), Critical Success Factors (CSFs) and Key Performance Indicators (KPIs), enabling you to adapt or change your digital strategy and continually improve. Utilize the ITIL 4 guiding principles to survive and thrive in a VUCA

		<p>environment and learn about other parallel operation models to achieve your strategic purpose and objectives, whilst ensuring ongoing relevance and viability.</p> <ul style="list-style-type: none"><li>• <b>Build and manage an innovative culture</b> - Understand how and when technological innovation can help drive organizational success, and when it can add unnecessary layers of complexity and risk. Balance legacy with new ways of working effectively.</li><li>• <b>Strategically manage risk</b> - Moving to a digital business model creates opportunities and presents risks. It will help to identify opportunities and mitigate risks. Learn how to evaluate and manage these risks while creating a structure for digital business success.</li><li>• <b>Operationalize the strategy</b> - Digital and IT strategies are a key component of the ITIL 4 service value system and are driven by the ITIL guiding principles. Learn how strategy should impact the design, delivery and support of services throughout the service value chain and how to utilize the ITIL practices for strategic success.</li><li>• <b>Develop digital leaders for the future</b> - This module provides guidance on how to select and develop future IT and digital leaders to ensure the continuous delivery of digital excellence.</li></ul>
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Where to find more information on ITIL 4 Leader: Digital and IT Strategy

<http://itpro.net.br/treinamento/leader-digital-it-strategy>

## Practices covered in ITIL 4 Leader: Digital and IT Strategy

Measurement and reporting, Project management, Service financial management, Strategy management and Workforce and talent management

## What are ITIL 4 practices

The ITIL 4 practices are a set of organizational resources designed for performing work or accomplishing an objective. The ITIL Service Value System includes 34 practices all of which are subject to the four dimensions of service management. The ITIL 4 framework reinforces a flexible and non-siloed approach for the application of ITIL practices.

Capability areas, previously known in ITIL v3 as “processes” and “functions”, have been expanded to consider other elements such as:

- Culture
- Technology
- Information and data management
- Roles and competencies
- Relationship with suppliers and partner
- Sourcing considerations

This holistic vision of a way of working is known as a “practice” in ITIL 4, being a fundamental part of the ITIL 4 framework.

A high-level overview of each practice can be found in the ITIL 4 Foundation publication, but AXELOS also provides a separate series of digital content pieces that expand on them and provide more detailed and practical guidance.

ITIL 4 Practices serve as a toolbox for IT practitioners and are interrelated with the core publications that comprise ITIL 4 Managing Professional and ITIL 4 Strategic Leader designations.