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ITIL Strategy Certification Training

3 days (21 hours)

Overview

The ITIL Strategy training helps you align IT services with business objectives, prioritize investments, and drive value. It draws on real-world scenarios (service portfolio, budget trade-offs, service launches, continuous improvement) to help you make faster and more accurate decisions.

You will clarify the purpose of the ITIL strategy: defining a value proposition, understanding demand, managing risks, and building a coherent portfolio. The focus is on decision-making: which services to develop, maintain, or retire, and how to measure the value created.

The approach is practical: stakeholder mapping workshops, prioritization matrices, capacity and funding scenarios, and indicator demos. Deliverables: business case template, decision backlog, governance model, and KPI dashboard.

Objectives

- Analyze the demand and expectations of internal and external customers.
- Build a value-driven service portfolio.
- Develop business cases and prioritize investments.
- Define governance, roles, and strategic metrics.
- Implement a value-driven continuous improvement plan.

Target Audience

- IT Managers / Deputy CIOs
- Service Owners / Product Owners
- Project Managers and PMO Managers
- Quality, Risk, or Governance Managers

Prerequisites

- Basic understanding of IT service management (ITSM)
- Understanding of business challenges and the value chain
- Basics of project management and prioritization
- Ability to interpret KPIs and analyze costs and risks

Technical prerequisites

- Office suite (spreadsheet, presentation) for workshops
- Up-to-date web browser and video conferencing tool if remote

ITIL Strategy Training Program

[Day 1 - Morning]

ITIL Fundamentals and Service Strategy Positioning

- ITIL review: service lifecycle and integration with governance
- Defining value, utility, and assurance for a service
- Identifying key customers, users, and stakeholders
- Mapping the existing portfolio: services, costs, risks, dependencies
- Hands-on workshop: Mapping a service portfolio and assessing the value of 3 services.

[Day 1 - Afternoon]

Define the service offering: segmentation, packages, and service levels

- Customer segmentation: needs, profiles, criticality, and constraints (SLAs, compliance)
- Designing service packages and options (standard/premium, add-ons)
- Define SLRs and prepare for SLA negotiations
- Creating a service description: scope, exclusions, responsibilities, metrics
- Hands-on workshop: Drafting a service description and an SLR for a critical service.

[Day 2 - Morning]

Strategic analysis: demand, market, and investment prioritization

- Analyzing demand: activity patterns, seasonality, required capacity
- Studying the market: internal/external alternatives, benchmarking, sourcing
- Evaluating opportunities: risks, dependencies, security and compliance impacts
- Prioritize based on criteria: business value, urgency, total cost, feasibility

- Hands-on workshop: Build a prioritization matrix (value/effort/risk) for 5 initiatives.

[Day 2 - Afternoon]

Business case, financing, and value management

- Structuring a business case: objectives, options, assumptions, risks
- Cost models: CAPEX/OPEX, direct/indirect costs, TCO
- Funding models: cost allocation, showback/chargeback, grants
- Defining KPIs and benefits tracking (benefits realization)
- Hands-on workshop: Developing a mini business case and a benefits tracking table.

[Day 3 - Morning]

Governance, portfolio management, and lifecycle decisions

- Establishing governance: roles, committees, decision-making rules
- Managing the Service Portfolio: pipeline, catalog, retired services
- Key decisions: launch, improvement, rationalization, retirement (sunset)
- Aligning strategy and execution: roadmaps, dependencies, risk management
- Hands-on workshop: Defining portfolio governance and a quarterly roadmap.

[Day 3 - Afternoon]

ITIL Strategy Action Plan: communication, adoption, and measurement

- Building an implementation plan: quick wins, milestones, responsibilities
- Communication and change management: messaging, sponsors, resistance
- Establishing reporting: dashboards, reviews, decisions
- Continuous improvement: feedback loops, service reviews, adjustments
- Hands-on workshop: Developing a 90-day action plan with KPIs, rituals, and deliverables.

Target Audience

This training is designed for both individuals and companies—large or small—seeking to train their teams in new advanced IT technologies or to acquire specific business knowledge or modern methods.

Assessment at the start of the training

The assessment conducted upon enrollment complies with Qualiopi quality standards. Upon final registration, the learner receives a self-assessment questionnaire that allows us

assess their estimated proficiency with various types of technology, as well as their expectations and personal goals for the upcoming training, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could pose challenges for monitoring and ensuring the smooth running of the training session.

Teaching Methods

Practical Course: 60% Practical, 40% Theory. Training materials distributed in digital format to all participants.

Organization

The course alternates between theoretical input from the trainer, supported by examples and reflection sessions, and group work.

Assessment

At the end of the session, a multiple-choice questionnaire is used to verify that the skills have been properly acquired.

Certification

A certificate will be issued to each trainee who has completed the entire training program.