



ITIL® 4 STRATEGIST: DIRECT, PLAN AND IMPROVE

Course Code: 100440

This course provides IT leaders, practitioners and support staff with an understanding of all types of engagement and interactions between a service provider and their customers, users, suppliers and partners.

This course provides IT leaders, practitioners and support staff with the practical skills necessary to create a 'learning and improving' IT organization, with a strong and effective strategic direction. It provides practitioners with a practical and strategic method for planning and delivering continual improvement with the necessary agility. The course is based on the ITIL 4 best practice service value system featured in the latest guidelines.

As part of this course, all candidates will receive an exam voucher for the ITIL Strategist: Direct, Plan and Improve exam through Peoplecert. As of February 1, 2022, all exams will be administered in an online proctored format only. Exams can be scheduled at www.peoplecert.org.

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What You'll Learn

- Understand the Key Concepts of Direct, Plan & Improve
- Understand the scope of what is to be directed and/or planned, and know how to use key principles and methods of direction and planning in that context
- Understand the role of governance, risk and compliance (GRC) and know how to integrate the principles and methods into the service value system
- Understand and know how to use the key principles and methods of continual improvement for all types of improvements
- Understand and know how to use the key principles and methods of Communication and Organizational Change Management to direction, planning and improvement
- Understand and know how to use the key principles and methods of measurement and reporting in direction, planning and improvement
- Understand and know how to direct, plan and improve value streams and practices

Who Needs to Attend

- Individuals continuing of their journey in service management
- ITSM managers and aspiring ITSM managers
- Managers of all levels involved in shaping direction and strategy or developing a continually improving team

Prerequisites

Candidates must hold the ITIL 4 or ITIL 3 Foundation certificate.



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CLASSROOM LIVE

\$2,795 CAD

3 Day

Classroom Live Outline

- Understand the following key terms:
 - ☒ Direction
 - ☒ Planning
 - ☒ Improvement
 - ☒ Operating Model
 - ☒ Methods
 - ☒ Risks
 - ☒ Scope of control
- Understand the differences between the following key concepts:
 - ☒ Vision and Mission
 - ☒ Strategy, Tactics and Operations
 - ☒ Governance compliance and management
 - ☒ Policies, Controls and Guidelines
- Understand the concepts of Value, Outcomes, Costs & Risks and their relationships to direction, planning & improvement
- Identify the scope of control and within this:
 - ☒ Know how to cascade goals and requirements
 - ☒ Know how to define effective policies, controls and guidelines
 - ☒ Know how to place decision-making authority at the correct level
- Know how to ensure that controls are sufficient, but not excessive
- Know how to use the ITIL continual improvement model to improve the service value system or any part of the SVS
- Know how to identify assessment objectives, outputs, requirements and criteria
- Know how to select an appropriate assessment method for a particular situation
- Know how to define and prioritize desired outcomes of an improvement

- Know how to build, justify and advocate for a business case
- Know how to conduct:
 - ☒ Improvement reviews
 - ☒ Analysis of lessons learned
- Know how to embed continual improvement at all levels of the SVS
- Understand the nature, scope and potential benefits of organizational change management
- Know how to use the key principles and methods of Communication & OCM
 - ☒ Identify and manage different types of stakeholders
 - ☒ Effectively communicate with and influence others
 - ☒ Establish effective feedback channels
- Know how to establish effective interfaces across the value chain
- Know how to define indicators and metrics to support objectives
- Understand the differences between value streams and practices and how those differences impact direction, planning and improvement
- Know how to select and use the appropriate methods and techniques to direct, plan and improve value streams and practices.
 - ☒ Addressing the 4 dimensions
 - ☒ Applying the guiding principles
 - ☒ Value stream mapping
 - ☒ Optimization of workflow
 - ☒ Elimination of waste
 - ☒ Ensuring & utilizing feedback



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VIRTUAL CLASSROOM LIVE

\$3,105 CAD

3 Day

Virtual Classroom Live Outline

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 - ☒ Direction
 - ☒ Planning
 - ☒ Improvement
 - ☒ Operating Model
 - ☒ Methods
 - ☒ Risks
 - ☒ Scope of control
- Understand the differences between the following key concepts:
 - ☒ Vision and Mission
 - ☒ Strategy, Tactics and Operations
 - ☒ Governance compliance and management
 - ☒ Policies, Controls and Guidelines
- Understand the concepts of Value, Outcomes, Costs & Risks and their relationships to direction, planning & improvement
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Feb 9 - 11, 2026 | 8:30 AM - 4:30 PM EST

May 4 - 6, 2026 | 8:30 AM - 4:30 PM EDT

Sep 14 - 16, 2026 | 8:30 AM - 4:30 PM EDT

Nov 2 - 4, 2026 | 8:30 AM - 4:30 PM EST



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PRIVATE GROUP TRAINING

3 Day

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Date created: 2/2/2026 4:24:13 AM

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