IT Service Management (ITSM) & Strategic Planning

8 – 12 March 2027
Barcelona (Spain)



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Introduction

In today's digital landscape, information technology is no longer limited to a support function. It plays a central role in driving growth, improving efficiency, and strengthening competitive advantage. As organizations accelerate their digital transformation journeys, the need for structured IT service management integrated with strategic planning has become essential.

This course provides a comprehensive framework that combines recognized best practices in IT service management with proven strategic planning methodologies. Participants will gain the knowledge and practical tools required to design, align, and optimize IT services in a way that supports long-term organizational objectives, enhances governance, improves performance, and ensures sustainable value creation.

Course Objectives

By the end of this program, participants will be able to:

- Understand the fundamental principles of IT service management and the components of the service lifecycle.
- Align IT services with corporate strategy and overall business objectives.
- Develop a structured IT service strategy and build a clear strategic roadmap.
- Apply governance, risk management, and performance measurement frameworks effectively.
- Design a continuous improvement plan to enhance service quality and efficiency.
- Integrate financial planning and resource management within the IT service management framework.
- Prepare a practical and actionable IT strategic plan tailored to their organization.

Course Outlines

Day 1: Foundations of IT Service Management and Business Alignment

- Evolution of IT service management and modern digital service concepts
- Core service management principles and service value systems
- Service lifecycle and value stream approaches
- Business and IT alignment models
- Stakeholder analysis and service demand management



Day 2: IT Strategy Development and Service Portfolio Management

- Defining IT vision, mission, and strategic positioning
- Internal and external environmental analysis
- Service portfolio management and service catalog design
- IT financial management and budget alignment
- Governance structures and oversight frameworks

Day 3: Service Design, Risk, and Performance Management

- Service level management and key performance indicators
- Capacity, availability, and continuity planning
- Risk management within IT services
- Cybersecurity and regulatory compliance considerations
- Performance measurement using balanced performance frameworks

Day 4: Service Transition, Change, and Digital Transformation

- Change management and organizational readiness
- Release and deployment management
- Knowledge management and configuration management practices
- Agile practices and their integration with IT service management
- Digital transformation strategy and innovation planning

Day 5: Continual Improvement and Strategic Roadmap Development

- Continual service improvement models
- Maturity models and capability assessments
- Building a three-to-five-year IT strategic roadmap
- Cost optimization and value realization
- Action planning and executive presentation techniques

Why Attend This Course: Wins & Losses!

- Establish a clear IT strategy aligned with business priorities
- Improve service quality and stakeholder satisfaction
- Strengthen governance and reduce operational risks
- Optimize costs and enhance resource utilization
- Accelerate digital transformation initiatives with confidence



Conclusion

This course delivers a structured and practical approach to integrating IT service management with strategic planning. By applying governance principles, risk management practices, performance measurement tools, and continuous improvement models, participants will be equipped to build resilient IT capabilities that support long-term business success and sustained digital growth.

