BLACKBIRD FOR TRAINING

Strategic IT Service Management: Governance, Performance & Service Excellence

27 September – 1 October 2027
Amsterdam (Netherlands)



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Introduction

The Strategic IT Service Management: Governance, Performance & Service Excellence Course is designed to help professionals develop a strong understanding of modern IT service management principles and build the strategic capabilities required to align technology services with organizational objectives. As organizations continue to accelerate digital transformation initiatives, the ability to govern, manage, measure, and continuously improve IT services has become increasingly important across all sectors.

This course is intended for executives, managers, team leaders, IT professionals, service management practitioners, and specialists who wish to strengthen their knowledge of service management frameworks and develop a strategic perspective on service design, delivery, governance, performance management, and continual improvement. It provides participants with practical insights into how IT services create value, support business outcomes, improve operational efficiency, and contribute to organizational success.

Combining modern service management concepts with strategic governance and performance management approaches, the course offers a balanced learning experience that blends theory with practical application. Participants will explore service strategy, governance frameworks, service operating models, performance measurement, risk management, customer-focused service delivery, and continuous improvement methodologies. Through interactive discussions, case studies, and practical exercises, learners will develop the skills needed to support service excellence and organizational transformation.

Course Objectives

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

- Understand the core concepts and principles of modern IT Service Management.
- Explain how IT services create value and support organizational objectives.
- Analyze the relationship between service performance and business outcomes.
- Understand service lifecycle concepts and service delivery models.
- Apply governance principles to strengthen service accountability and oversight.
- Develop service management strategies aligned with organizational priorities.
- Utilize service performance data to support informed decision-making.
- Identify operational and strategic risks affecting service delivery.
- Design service operating models aligned with business requirements.
- Measure and evaluate service performance using relevant indicators and metrics.
- Apply continual improvement methodologies to services and operational processes.
- Strengthen customer-focused service delivery practices.
- Support service transformation and modernization initiatives.
- Enhance collaboration between business and technology functions.
- Contribute to long-term service excellence and organizational success.



Course Outlines

Day 1: Foundations of Strategic IT Service Management

- Introduction to modern IT Service Management concepts and principles.
- Understanding service value creation and business outcomes.
- The role of IT services in organizational performance.
- Service management best practices and operating principles.
- Stakeholder engagement and service relationships.
- Assessing service management maturity and capabilities.
- Aligning technology services with organizational objectives.

Day 2: Service Design, Delivery and Operational Excellence

- Understanding service lifecycle and service delivery models.
- Translating business requirements into service capabilities.
- Designing efficient and scalable service operations.
- Managing service demand and capacity.
- Service availability, reliability, and continuity considerations.
- Enhancing customer experience through effective service delivery.
- Mapping service workflows and operational processes.

Day 3: Governance, Risk Management and Strategic Alignment

- Principles of IT service governance.
- Governance structures and accountability frameworks.
- Strategic alignment between business and technology services.
- Managing operational and strategic service risks.
- Compliance and service oversight practices.
- Service portfolio management and value realization.
- Case study: Developing a governance-driven service strategy.

Day 4: Performance Management and Continuous Improvement

- Service performance measurement frameworks.
- Developing meaningful service metrics and key performance indicators.
- Using operational data to support management decisions.
- Service reporting and performance dashboards.
- Identifying service improvement opportunities.
- Applying continuous improvement methodologies.
- Workshop: Developing a service improvement roadmap.



Day 5: Service Excellence and Organizational Transformation

- Building a culture of service excellence.
- Customer-focused service management practices.
- Service transformation and modernization initiatives.
- Strengthening collaboration between business and technology teams.
- Evaluating service effectiveness and business value.
- Developing strategic service enhancement plans.
- Final workshop and organizational action planning.

Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of modern IT Service Management practices.
- Strengthen governance and service oversight capabilities.
- Improve service quality, reliability, and operational performance.
- Develop strategic decision-making capabilities using service performance data.
- Enhance understanding of risk management and organizational alignment.
- Learn practical approaches for continuous service improvement.
- Improve customer experience and service value delivery.
- Build stronger alignment between technology services and business objectives.
- Support digital transformation and modernization initiatives.
- Acquire practical tools that support efficient, scalable, and sustainable service operations.

Conclusion

The Strategic IT Service Management: Governance, Performance & Service Excellence Course provides participants with a comprehensive understanding of service management principles, governance practices, performance measurement techniques, and continuous improvement methodologies. By combining strategic knowledge with practical application, the course enables professionals to improve service performance, support business objectives, and contribute to organizational success.

Through structured learning, practical exercises, and real-world case studies, participants gain valuable insights into service design, governance, performance management, risk management, and service excellence. These capabilities help organizations improve service reliability, strengthen operational effectiveness, enhance customer satisfaction, and support long-term transformation initiatives.

Upon completion, participants will be better prepared to apply modern service management practices within their organizations, strengthen governance frameworks, improve service performance, support service transformation efforts, and contribute to the development of high-performing, value-driven service environments.

