
IT Service Management Leadership and ITIL 4 Service Value Training Course

19 – 23 October 2026
Amsterdam





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Programme Summary

IT service management leadership and ITIL 4 service value is a one-week training course for senior technology leaders at advanced level, culminating in a service value improvement plan for their own IT organisation. Many IT functions struggle to show business value because services, suppliers and metrics are managed in silos. The approach moves from the ITIL 4 service value system through diagnosis of current performance to the design of value streams, controls and supplier integration. Mars Training Centre UK delivers this programme in IT service management leadership.

The Business Case

When IT is managed as a collection of systems rather than services, outages last longer, changes fail more often and business units turn to unmanaged alternatives. Leaders who govern IT as a service organisation link each practice to a business outcome and show where tooling, automation or supplier investment pays back.

- Service Availability and Restoration Time: Improve as incident, problem and change practices are designed as one value stream.
- User Experience: Becomes measurable as experience level agreements sit alongside service level targets.
- Cost of Service Delivery: Falls as duplicated tools, manual work and supplier overlaps are removed.

Principles and Evidence Base

- ITIL 4: Its service value system, service value chain and guiding principles frame Session 1 and the value stream design in Session 3.
- ISO/IEC 20000-1:2018: Its requirements for a service management system shape the governance and audit readiness work in Session 4.
- Service Integration and Management SIAM: Its model for coordinating multiple suppliers informs the sourcing decisions in Session 4.
- Experience Level Agreements: The practice of measuring experience as well as service levels structures the performance diagnosis in Session 2.

Intended Participants

- Leaders accountable for the overall performance and value of IT services.
- Heads of IT operations who own incident, problem and change outcomes.
- Service delivery leaders who negotiate service levels with business units and suppliers.
- Executives who approve investment in service management platforms and automation.



The programme serves government entities, banking, telecommunications and healthcare organisations.

Learning Outcomes

1. Participants will be able to evaluate their IT organisation against the ITIL 4 service value system.
2. Participants will be able to diagnose service performance gaps using service level and experience measures.
3. Participants will be able to design value streams that connect incident, problem and change enablement practices.
4. Participants will be able to prioritise automation and AIOps opportunities across the service lifecycle.
5. Participants will be able to justify a governance and supplier integration model aligned with ISO/IEC 20000-1:2018.
6. Participants will be able to construct a service value improvement plan with targets and accountabilities.

Programme Structure

Day 1: IT Service Management and the ITIL 4 Value System

How does an IT organisation create value as a service provider?

- ITIL 4 Service Value System and Guiding Principles
- Service Value Chain Activities and Value Co-Creation
- Service Portfolio, Catalogue and Service Offerings
- Four Dimensions of Service Management
- Service Management Maturity Self-Assessment

Day 2: Diagnosing Service Performance

Where are services failing users, and how is that shown?

- Service Level Management and Target Setting
- Experience Level Agreements and User Sentiment Measures
- Incident Trend and Major Incident Review Analysis
- Problem Management Backlogs and Known Error Records
- Service Performance Dashboard for Business Leaders

Day 3: Designing Value Streams and Practices

How are practices joined into value streams that restore and improve service?

- Value Stream Mapping from Demand to Value
- Change Enablement, Risk Assessment and Release Cadence
- Service Desk and Self-Service Channel Design
- ITSM Platform Capabilities and Workflow Automation
- AIOps for Event Correlation and Predictive Alerts



Day 4: Governance, Standards and Supplier Integration

Which governance and sourcing model keeps services under control?

- ISO/IEC 20000-1:2018 Service Management System Requirements
- Service Integration and Management SIAM Models
- Supplier Contracts, Underpinning Agreements and Penalty Design
- Roles, Decision Rights and Service Owner Accountability
- Continual Improvement Model and Improvement Register

Day 5: Applying IT Service Management Leadership

Which improvements should the IT organisation commit to first?

- Prioritising Day 2 Performance Gaps by Business Impact
- Selecting Day 3 Value Streams for Redesign
- Testing the Day 4 Governance Model Against a Live Case
- Funding, Metrics and Reporting to the Executive Committee
- Service Value Improvement Plan Completion

Methodology

The programme relies on case analysis drawn from public sector, banking and telecommunications IT organisations. Each session moves from a short briefing to group diagnosis and design on a running case, tested from the viewpoints of business owner, IT leader and supplier.

- Suggested activity: Mapping the value stream for restoring a failed customer-facing service.
- Suggested activity: Redesigning a service level agreement to include experience measures.
- Suggested activity: Allocating responsibilities in a multi-supplier SIAM model.

Capstone Output

Each participant completes a service value improvement plan for their own IT organisation. It contains a maturity baseline, prioritised performance gaps, redesigned value streams, a governance and supplier model, and improvement targets with owners. It can be used to brief the executive committee and to sequence service management investment.

Frequently Asked Questions

Is IT service management leadership training suitable for leaders without ITIL experience?

Yes. It is set at advanced level for senior IT leaders and assumes experience of running IT operations or services; ITIL 4 is applied from a leadership viewpoint.



Which frameworks does IT service management and ITIL 4 training rest on?

It rests on the ITIL 4 service value system, ISO/IEC 20000-1:2018 for service management systems, Service Integration and Management for multi-supplier environments, and experience level agreements.

How is the IT service management improvement plan used at work?

You can use it to set service priorities with business leaders, justify tooling and automation investment, and assign accountabilities for improvement.

How does IT service management leadership differ from IT governance courses?

It concentrates on how services are designed, delivered and improved day to day, rather than on board-level IT investment and control frameworks.