


# € TRAINING

Information Technology Strategies

A group of four smiling professionals (two men and two women) in a meeting room, wearing white shirts, sitting around a table. The image is partially obscured by a blue curved graphic element.

2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Information Technology Strategies

REF: ST1723 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction

IT Strategy certification course focuses mainly on the challenges related to developing a digital strategy as well as highlighting how to align a digital business strategy with an IT strategy for business success. IT Strategy course is ideal for participants who wanted to develop their essential skill which is required to overcome digital disruption from new technologies. The course is taught through interactive case studies and practical hands-on exercises. The course ensures participants will learn a structured and flexible approach for addressing service management challenges as well as how to get the most value from their digital property.

## Course Objectives

At the end of this course the participants will be able to:

- Knowing to demonstrate the use of the ITIL® guiding principles in Digital and IT Strategy decisions and activities
- Understanding on how to leverage digital strategy to react to digital disruption
- Understanding the relationship between the concepts of Digital and IT Strategy, the service value system and the service value chain, and explain how to utilize them to create value
- Knowing of how an organization uses Digital and IT Strategy to remain viable in environments disrupted by digital technology
- Able to understand strategic approaches made possible by digital and information technology to achieve customer/market relevance and operational excellence
- Understanding the risks and opportunities of Digital and IT Strategy
- Understanding the steps and techniques involved in defining and advocating for a Digital and IT Strategy
- Understand how to implement a Digital and IT Strategy

## Targeted Audience

- IT and business directors
- HODs
- Business leaders,
- Business professionals
- Anyone who are looking for guidance to craft a digital vision, shape an IT and business strategy, and drive organizational change.

## Course Outline

### Unit 1:

- Digital, Information, and Communication Technology
- Digital Transformation
- Services, Products, and Competitive Advantage
- Tiers of Strategy
- Business Models
- Operating Models

## Unit 2:

- Opportunity and Demand
- Value
- Governance
- ITIL® Guiding Principles
- Continual Improvement
- ITIL® Practices

## Unit 3:

- Disruptions
- Vision
- Digital Disruptions
- Balanced Strategic Focus

## Unit 4:

- Strategic Approaches for Digital Organizations
- Strategic Approaches for Operational Excellence
- Strategic Approaches to Evolution
- Strategic Approaches to Social Responsibility and Sustainability
- Assignment 2: Strategic Approaches for Digital Organizations

## Unit 5:

- Managing Innovation
- Formal Approach to Innovation Management
- Culture that Supports Innovation
- Approaches to Innovation
- Evaluating and Adopting Emerging Technology