

ITIL® 4 Managing Professional

Drive Stakeholder Value (DSV) Candidate Syllabus

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1 Introduction

The ITIL 4 Drive Stakeholder Value (DSV) qualification is intended to provide the candidate with an understanding of all types of engagement and interactions between a service provider and their customers, users, suppliers and partners, including key CX, UX and journey mapping concepts.

The ITIL 4 Drive Stakeholder Value examination is intended to assess whether the candidate can demonstrate sufficient understanding and application of ITIL 4 to all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. The ITIL 4 Drive Stakeholder Value qualification is one of the pre-requisites for the designation of ITIL 4 Managing Professional which assesses the candidates practical and technical knowledge about how to run successful, modern, IT-enabled services, teams and workflows.

2 Exam Overview

| | | |
|-----------------------|----------------------------|---|
| Material allowed | None | This is a 'closed book' exam. The ITIL 4 Drive Stakeholder Value publication and the ITIL Practices Guidance documentation should be used for study, but they are NOT permitted to be used in the exam. |
| Exam duration | 90 minutes | Candidates taking the exam in a language that is not their native or working language may be awarded 25% extra time, i.e. 113 minutes in total. |
| Number of marks | 40 marks | There are 40 questions, each worth 1 mark. There is no negative marking. |
| Provisional pass mark | 28 marks | Candidates need to get 28 questions correct (70%) to pass the exam. |
| Level of thinking | Bloom's levels 2 & 3 | 'Bloom's level' describes the type of thinking needed to answer the question. For Bloom's 2 questions, candidates need to show understanding of the concepts, methods and principles of DSV. For Bloom's 3 questions, candidates need to demonstrate application of these concepts, methods and principles of DSV, as well as information from the related practices. |
| Question types | Standard, negative, & list | The questions are all 'multiple choice'. 'Standard' questions have a question and four answer options. 'Negative' questions are 'standard' questions in which the question stem is negatively worded. 'List' questions provide a list of four statements and candidates have to select two correct statements from the list. |

3 Question Types

Example 'standard' OTQ:

Which is a source of best practice?

- a) Q
- b) P
- c) R
- d) S

Example 'list' OTQ:

Which TWO statements about service asset and configuration management are CORRECT?

- 1. It does Q
 - 2. It does P
 - 3. It does R
 - 4. It does S
-
- a) 1 and 2
 - b) 2 and 3
 - c) 3 and 4
 - d) 1 and 4

NOTE: Two of the list items are correct. List style questions are never negative.

Example 'negative' standard OTQ:

Which is NOT a defined area of value?

- a) Q
- b) P
- c) R
- d) S

NOTE: Negative questions are **only used as an exception**, where part of the learning outcome is to know that something is not done or should not occur.

Please see the sample paper for an example of the exam format and content.

4 ITIL 4 Drive Stakeholder Value Syllabus

The table below specifies the learning outcomes of the ITIL 4 Drive Stakeholder Value qualification, and the assessment criteria used to assess a candidate's achievement of these learning outcomes, subsequent to a course of study.

Note: Principal book references are in parentheses. These refer to the section, but not the subsections within it.

The verb for each assessment criterion indicates the Bloom's level (BL): 'Describe'/'Understand', indicates Level 2 understanding/comprehension, and 'Know how to' indicates Level 3 application.

| Learning Outcome | Assessment Criteria | BL | No. marks |
|--|--|-----|-----------|
| 1. Understand how customer journeys are designed | 1.1 Understand the concept of the customer journey (1.2.4, 2, 2.1, 2.2, tab 2.1) | BL2 | 1 |
| | 1.2 Understand the ways of designing and improving customer journeys (2.3, 2.3.1-4, 2.4, 2.4.1-3, 2.5, 2.6) | BL2 | 1 |
| 2. Know how to target markets and stakeholders | 2.1 Understand the characteristics of markets (3, 3.3, 3.3.1, 3.3.1.1-2) | BL2 | 1 |
| | 2.2 Understand marketing activities and techniques (3.4, 3.4.1-7, 3.5) | BL2 | 1 |
| | 2.3 Know how to describe customer needs and internal and external factors that affect these (3.1, 3.1.1-5 (including subsections), 3.3.1.2, 3.3.2) | BL3 | 1 |
| | 2.4 Know how to identify service providers and explain their value propositions (3.2, 3.2.1) | BL3 | 1 |
| 3. Know how to foster stakeholder relationships | 3.1 Understand the concepts of mutual readiness and maturity (4.3, 4.3.5, tab 4.7, tab 4.14) | BL2 | 1 |
| | 3.2 Understand the different supplier and partner relationship types, and how these are managed (4.2, 4.2.1-3, 4.4, tab 4.3, tab 4.4) | BL2 | 1 |
| | 3.3 Know how to develop customer relationships (4.3, 4.3.1-4 (including subsections), tab 4.7, tab 4.9, tab 4.19) | BL3 | 1 |
| | 3.4 Know how to analyse customer needs (4.1, 4.1.1-2, 4.3.4, 4.3.4.1-3) | BL3 | |
| | 3.5 Know how to use communication and collaboration activities and techniques (4, 4.1, 4.1.1-2, tab 4.2) | BL3 | |
| | 3.6 Know how the relationship management practice can be applied to enable and contribute to fostering relationships (the relationship management practice 2.1, 2.4 (including subsections)) | BL3 | 1 |
| | 3.7 Know how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management (the supplier management practice 2.1, 2.4 (including subsections)) | BL3 | 1 |

| Learning Outcome | Assessment Criteria | BL | No. marks |
|---|---|-----|-----------|
| 4. Know how to shape demand and define service offerings | 4.1 Understand methods for designing digital service experiences based on value-driven, data-driven and user-centred service design (5.3, 5.3.1-6) | BL2 | 1 |
| | 4.2 Understand approaches for selling and obtaining service offerings (5.4, 5.4.1-3) | BL2 | 1 |
| | 4.3 Know how to capture, influence and manage demand and opportunities (5.1, 5.1.1-5 (including subsections)) | BL3 | 2 |
| | 4.4 Know how to collect, specify and prioritise requirements from a diverse range of stakeholders (5.2, 5.2.1-7) | BL3 | 2 |
| | 4.5 Know how the business analysis practice can be applied to enable and contribute to requirement management and service design (the business analysis practice 2.1, 2.4 (including subsections)) | BL3 | 1 |
| 5. Know how to align expectations and agree details of services | 5.1 Know how to plan for value co-creation (6.1, 6.1.1-3) | BL3 | 4 |
| | 5.2 Know how to negotiate and agree service utility, warranty and experience (6, 6.2.3, 6.2.4, 6.2.4.1-3) | BL3 | |
| | 5.3 Know how the service level management practice can be applied to enable and contribute to service expectation management (the service level management practice 2.1, 2.4 (including subsections and tab 2.3)) | BL3 | |
| 6. Know how to onboard and offboard customers and users | 6.1 Understand key transition, onboarding and offboarding activities (5.3.6, 7, 7.6, 7.6.1-2, tab 7.1) | BL2 | 3 |
| | 6.2 Understand the ways of relating with users and fostering user relationships (7.2, 7.2.1-2, tab 7.6) | BL2 | |
| | 6.3 Understand how users are authorized and entitled to services (7.1.3, 7.4, tab 7.3) | BL2 | |
| | 6.4 Understand different approaches to mutual elevation of customer, user and service provider capabilities (7.5) | BL2 | |
| | 6.5 Know how to prepare onboarding and offboarding plans (5.3.4, 7.1, 7.1.1-4, 7.6, 7.6.1-2, 7.7, tab 7.2, tab 7.3) | BL3 | 1 |
| | 6.6 Know how to develop user engagement and delivery channels (7.3) | BL3 | 1 |
| | 6.7 Know how the service catalogue management practice can be applied to enable and contribute to offering user services (7.4, tab 7.7, the service catalogue management practice 2.1, 2.4 (including subsections)) | BL3 | 1 |
| | 6.8 Know how the service desk practice can be applied to enable and contribute to user engagement (the service desk practice 2.1, 2.2, 2.4 (including subsections and tab 2.4)) | BL3 | 1 |
| | 7.1 Understand how users can request services (8.2, 8.2.1-2, 8.2.4-5) | BL2 | 2 |

| Learning Outcome | Assessment Criteria | BL | No. marks |
|--|---|-----|-----------|
| 7. Know how to act together to ensure continual value co-creation (service consumption / provisioning) | 7.2 Understand methods for triaging of user requests (8.2, 8.2.2-5) | BL2 | |
| | 7.3 Understand the concept of user communities (8.3, 8.3.1) | BL2 | |
| | 7.4 Understand methods for encouraging and managing customer and user feedback (8.2.6, tab 8.5) | BL2 | |
| | 7.5 Know how to foster a service mindset (attitude, behaviour and culture) (8, 8.1, 8.1.1-3) | BL3 | 4 |
| | 7.6 Know how to use different approaches to provision of user services (8.2, 8.2.1) | BL3 | |
| | 7.7 Know how to seize and deal with customer and user 'moments of truth' (8.2.4, 8.2.5) | BL3 | |
| | 7.8 Know how the service request management practice can be applied to enable and contribute to service usage (8.2.1, the service request management practice 2.1, 2.4 (including subsections)) | BL3 | |
| 8. Know how to realize and validate service value | 8.1 Understand methods for measuring service usage and customer and user experience and satisfaction (9.2.2, 9.2.3) | BL2 | 2 |
| | 8.2 Understand methods to track and monitor service value (outcome, risk, cost and resources) (9, 9.2, 9.2.1-3, 9.3) | BL2 | |
| | 8.3 Understand different types of reporting of service outcome and performance (9.2.1, 9.3, 9.5.1) | BL2 | |
| | 8.4 Understand charging mechanisms (5.4.1, 9.5.4, tab 5.12) | BL2 | |
| | 8.5 Know how to validate service value (9.1, tab 9.2, 9.3, 9.4.1) | BL3 | 3 |
| | 8.6 Know how to evaluate and improve the customer journey (9.2.2, 9.4, 9.4.1-2) | BL3 | |
| | 8.7 Know how the portfolio management practice can be applied to enable and contribute to service value realization (9.5.5, the portfolio management practice 2.1, 2.4 (including subsections)) | BL3 | |

