

**Business Strategy Assurance**  
via ITIL 4  
“Guiding Principles”  
*(with examples)*



# Agenda



Introduction : A Bit About Strategy

Create with ITIL 4 Guiding Principles



Shaping Business Strategy with Context  
Making it Actionable

Using the ITIL 4 Guiding Principles



Strategic Alignment Critical – Cascading  
Objectives

Empowered by the ITIL 4 Guiding Principles



Scope of Control, Crying out for Action and  
Sphere of Influence

How “Guiding Principles” can Help



Additional Resources

Q and A



# Introduction: A Bit About Strategy



# A Bit About Strategy --Polls--

# Create Business Strategy using ITIL 4 Guiding Principles

## ITIL 4 Guiding Principles

***Frame the strategy around the seven key principles outlined in the ITIL 4 Guidance***

Focus on Value

Start Where You Are

Progress Iteratively With Feedback

Collaborate and Promote Visibility

Think and Work Holistically

Keep it Simple and Practical

Optimize and Automate

# Create Business Strategy using ITIL 4 Guiding Principles

## Examples:

### **Business Strategy: "Drive Customer-Centric Growth Through Agility, Collaboration, and Continuous Improvement"**

- **1. Focus on Value** - Our business strategy centers around delivering exceptional value. By understanding and anticipating the needs and expectations of our customers, we will streamline product development, service offerings, and operational processes to maximize customer satisfaction. We aim to deliver outcomes that matter most to our customers, ensuring value at every touchpoint.
- **2. Start Where You Are** - Rather than constantly chasing new trends, we will leverage our existing strengths, resources, and capabilities to optimize and transform incrementally. This approach will minimize risks, reduce unnecessary costs, and focus on practical improvements within the context of our current situation.
- **3. Progress Iteratively with Feedback** - We believe in the power of small, iterative steps combined with constant feedback to ensure that we're always aligned with customer needs and business objectives. Each iteration will deliver tangible value while allowing for flexibility in responding to changing circumstances.
- **4. Collaborate and Promote Visibility** - Collaboration across departments, teams, and with external partners is a cornerstone of our strategy. We will work together to create transparency across all levels of the organization, encouraging knowledge-sharing, open communication, and collective problem-solving to enhance our customer offerings.
- **5. Think and Work Holistically**  
We will adopt a holistic view of our organization, recognizing the interdependencies between processes, systems, and people. Every decision will consider its impact across the business ecosystem, ensuring that we take a systems-thinking approach to achieve sustainable success.
- **6. Keep It Simple and Practical**  
We will embrace simplicity by focusing on practical solutions that solve real-world problems effectively and efficiently. By eliminating unnecessary complexity and avoiding over-engineering, we can improve agility, speed, and user experience.
- **7. Optimize and Automate**  
We will continually assess our processes and systems to identify opportunities for optimization and automation, allowing us to drive efficiency, reduce costs, and increase scalability. Through smart automation, we will free up resources to focus on innovation and higher-value activities.

A woman with glasses and a patterned shirt stands in a meeting room, gesturing towards a group of people seated around a table. The room has large windows in the background showing a city building. A semi-transparent white box is overlaid on the image, containing the text.

**Strategy Requires Action**  
*ITIL 4 Guiding Principles can help*  
*(Examples)*

# Strategy Requires Action – Using the Guiding Principles

## Business Strategy: "Drive Customer-Centric Growth Through Agility, Collaboration, and Continuous Improvement"

### 1. Focus on Value

Our business strategy centers around delivering exceptional value to our customers. By understanding and anticipating the needs and expectations of our customers, we will streamline product development, service offerings, and operational processes to maximize customer satisfaction. We aim to deliver outcomes that matter most to our customers, ensuring value at every touchpoint.

**Actions:** Regularly engage with customers to understand their evolving needs and gather feedback on service performance. Create a customer journey map to identify all touchpoints and interactions for engagement opportunities. Align all business functions—sales, marketing, product development, and customer support—around customer outcomes.

### 2. Start Where You Are

Rather than constantly chasing new trends, we will leverage our existing strengths, resources, and capabilities to optimize and transform incrementally. This approach will minimize risks, reduce unnecessary costs, and focus on practical improvements within the context of our current situation.

**Actions:** Conduct a comprehensive audit of our existing services, processes, and tools. Identify areas that are underperforming and prioritize them for immediate improvement. Build on existing assets, such as our employee expertise and current customer relationships.

### 3. Progress Iteratively with Feedback

We believe in the power of small, iterative steps combined with constant feedback to ensure that we're always aligned with customer needs and business objectives. Each iteration will deliver tangible value while allowing for flexibility in responding to changing circumstances.

**Actions:** Break down strategic projects into smaller, manageable phases. After each phase, collect feedback from customers, stakeholders, and employees to refine our approach. Emphasize the importance of agile delivery and continuous evaluation.

### 4. Collaborate and Promote Visibility

Collaboration across departments, teams, and with external partners is a cornerstone of our strategy. We will work together to create transparency across all levels of the organization, encouraging knowledge-sharing, open communication, and collective problem-solving to enhance our customer offerings.

**Actions:** Implement tools and platforms that promote visibility into project progress, performance metrics, and customer feedback. Establish cross-functional teams to tackle complex challenges and encourage regular collaboration between departments.



# Strategy Requires Action – Using the Guiding Principles (Continued)

## Business Strategy: "Drive Customer-Centric Growth Through Agility, Collaboration, and Continuous Improvement"

### 5. Think and Work Holistically

We will adopt a holistic view of our organization, recognizing the interdependencies between processes, systems, and people. Every decision will consider its impact across the business ecosystem, ensuring that we take a systems-thinking approach to achieve sustainable success.

**Actions:** Align our business strategy with all areas of the organization—finance, operations, human resources, and IT—ensuring that decisions are made with a long-term perspective. Leverage business architecture frameworks to identify opportunities for improvement across the value chain.

### 6. Keep It Simple and Practical

We will embrace simplicity by focusing on practical solutions that solve real-world problems effectively and efficiently. By eliminating unnecessary complexity and avoiding over-engineering, we can improve agility, speed, and user experience.

**Actions:** Adopt lean methodologies to streamline processes and cut out non-value-added activities. Simplify customer journeys and internal workflows, focusing on delivering the most impact with the least complexity.

### 7. Optimize and Automate

We will continually assess our processes and systems to identify opportunities for optimization and automation, allowing us to drive efficiency, reduce costs, and increase scalability. Through smart automation, we will free up resources to focus on innovation and higher-value activities.

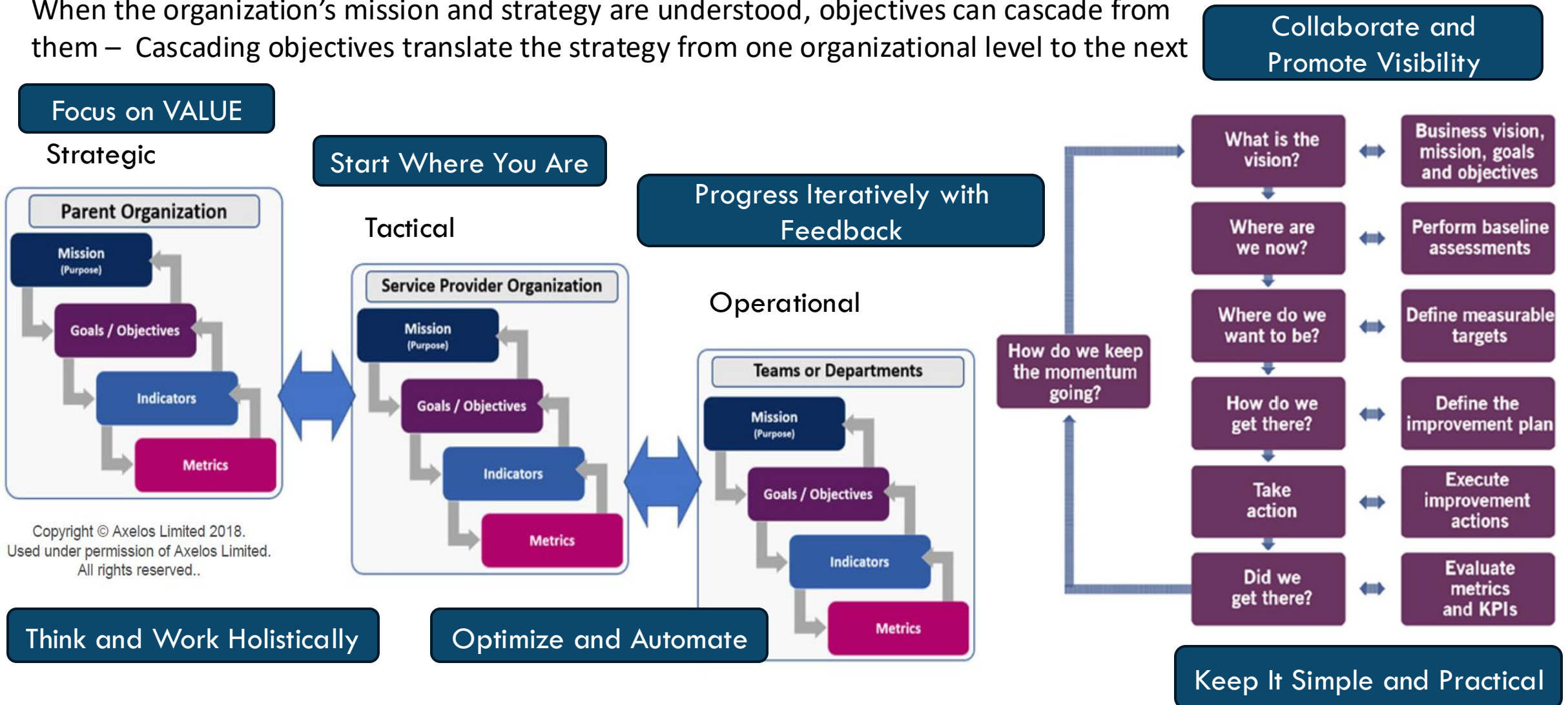
**Actions:** Incorporate Site Reliability Engineering and Invest in automation technologies (e.g., RPA, AI, and ML) to handle repetitive tasks and processes to remove toil. Regularly review key processes for optimization opportunities and employ data-driven approaches to make informed decisions about resource allocation. Progress iteratively to ensure agility.



Strategic Alignment is Critical  
“Cascading Objectives”

# Business Strategy Alignment – Cascading Objectives

When the organization’s mission and strategy are understood, objectives can cascade from them – Cascading objectives translate the strategy from one organizational level to the next



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Scope of Control and  
Areas Crying Out for Action  
Sphere of Influence

# Assurance of Business Strategy Using ITIL 4 Guiding Principles

***By integrating the ITIL 4 Guiding Principles into business strategic, tactical and operation plans, organizations can better navigate the evolving landscape for success while building a strong foundation for the future.***

***Franny Flamingo (ITSM Academy's Mascot) Says***

***“DON'T WAIT, START NOW!”***

***BE INSPIRED. TRY IT!***



# Q and A

## DID YOU KNOW?

ITIL 4 Guiding Principles  
Poster & Other  
FREE ITIL Resources are  
Available from ITSM  
Academy



# Q and A ???



# ITSM Academy a Woman Owned Small Business Est. 2004

- Full service provider of IT Service Management (ITSM) education and advice
- Accredited and sustainable education and training
  - ✓ ITIL®
  - ✓ DevOps
  - ✓ Employee Experience (XLAs)
  - ✓ Process Engineering (CPDE)
  - ✓ Agile Service Management
  - ✓ Lean/Value Stream Mapping
  - ✓ Site Reliability Engineering

If you are looking for training for yourself,  
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