

SERVICE STRATEGY - SERVICE PORTFOLIO MANAGEMENT

“Driving Strategic Value Through Effective Service Portfolio Governance”

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► Available delivery methods: In-House Training

Introduction

Service Portfolio Management (SPM) is the cornerstone of ITIL® Service Strategy. It enables organizations to manage the complete lifecycle of all IT services – from idea to retirement – ensuring alignment with business outcomes. This course equips participants with the strategic tools and knowledge to define, analyze, approve, and manage IT services as strategic assets, optimizing investment and delivering value.

Objectives

Participants will gain the ability to:

- Understand the purpose and scope of Service Portfolio Management
- Define and manage service pipeline, service catalog, and retired services
- Apply decision-making criteria for evaluating new service proposals
- Align IT services with organizational goals and customer value
- Integrate SPM with financial management, demand management, and business relationship management
- Develop governance structures for portfolio review and prioritization

Why Attend

If you're responsible for selecting, investing in, or prioritizing IT services, this course will help you ensure your service portfolio delivers real business value and supports continual improvement.

Target Audience

- IT Service Portfolio Managers
- CIOs, IT Strategy Managers
- Business Relationship Managers
- IT Governance Professionals
- ITIL® Practitioners and Consultants
- Service Owners and Program Managers

Individual Benefits

- Gain insight into how services are evaluated and approved
- Learn to manage service risk and ensure alignment with strategy
- Develop a strong understanding of lifecycle service planning
- Enhance decision-making skills in IT investment governance

Organizational Benefits

- Optimize service investments and resource utilization
- Improve service performance and strategic alignment
- Reduce duplication and misalignment of services
- Enable data-driven decision-making and service rationalization

Instructional Methodology

- Instructor-led sessions with real-world examples
- Hands-on activities and service portfolio simulations
- Group case studies and interactive decision-making
- Visual mapping of services across the lifecycle
- Daily wrap-ups and final project presentation

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | **Coffee Breaks:** 09:30 & 11:15 | **Lunch Buffet:** 01:00 – 02:00

Day 1: Introduction to Service Portfolio Management

- Module 1:** Overview of ITIL Service Strategy & Portfolio Management (07:30 – 09:30)
- Module 2:** Service Portfolio: Purpose, Scope & Benefits (09:45 – 11:15)
- Module 3:** Service Portfolio Components: Pipeline, Catalog, Retired Services (11:30 – 01:00)
- Module 4:** Governance Roles and Responsibilities in SPM (02:00 – 03:30)

Day 2: Service Lifecycle and Strategic Analysis

- Module 1:** Mapping Services Across Lifecycle Stages (07:30 – 09:30)
- Module 2:** Service Definition, Business Cases, and Value Proposition (09:45 – 11:15)
- Module 3:** Evaluating New Service Requests: Risk, ROI & Alignment (11:30 – 01:00)
- Module 4:** Group Activity: Classifying Services by Lifecycle (02:00 – 03:30)

Day 3: Portfolio Planning and Prioritization

- Module 1:** Portfolio Planning Cycles and Review Mechanisms (07:30 – 09:30)
- Module 2:** Portfolio Prioritization Frameworks & Scoring Models (09:45 – 11:15)
- Module 3:** Demand-Driven Service Decisions (11:30 – 01:00)
- Module 4:** Case Study: Portfolio Planning for a Mid-Sized Organization (02:00 – 03:30)

Day 4: Integrating SPM with Other ITIL® Processes

- Module 1:** Financial Management Integration – Budget Alignment (07:30 – 09:30)
- Module 2:** Business Relationship Management – Stakeholder Alignment (09:45 – 11:15)
- Module 3:** Demand Management – Predicting Service Usage (11:30 – 01:00)
- Module 4:** Toolsets and Dashboards for Service Portfolio Tracking (02:00 – 03:30)

Day 5: Portfolio Review, Optimization, and Assessment

- Module 1:** Reviewing and Retiring Underperforming Services (07:30 – 09:30)
- Module 2:** Continual Improvement and Value Optimization (09:45 – 11:15)
- Module 3:** Group Presentation – Building a Strategic Portfolio (11:30 – 01:00)
- Module 4:** Final Assessment & Certification Ceremony (02:00 – 03:30)

Certification

Participants will receive a **Certificate of Completion** upon successful attendance and course activities. This course aligns with advanced ITIL® Service Strategy competency development.

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