

Service Desk Manager v9 (SDM)

Course Description

The Service Desk Manager v9 (SDM) course is designed for current and aspiring service desk managers to develop the skills required to lead and manage high-performing IT support operations. Aligned with the SDI Service Desk Manager Professional Standard, this globally recognized certification focuses on leadership, strategic planning, team management, IT service management practices, performance measurement, and continual service improvement. The course equips participants with the knowledge and tools to enhance service quality, optimize resources, and drive business-aligned service desk performance.

Audience Profile

- Service Desk Managers
- IT Service Managers
- Service Delivery Managers
- Service Desk Team Leaders
- Senior Service Desk Analysts aspiring for leadership roles

Prerequisite

- Experience in IT service desk or support environment
- Basic understanding of IT Service Management concepts

Course Objective

- Understand roles and responsibilities of a Service Desk Manager
- Define and align service desk strategy with business goals
- Develop leadership and team management capabilities
- Manage resources, workforce, and service delivery models
- Implement IT Service Management best practices
- Measure and improve service performance using KPIs and metrics
- Drive continual service improvement initiatives
- Understand AI and automation in service management

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Module 1: Roles and Responsibilities

- Service Desk Manager role overview
- Core competencies and leadership expectations

Module 2: Defining Strategic Requirements

- Purpose and objectives of a Service Desk

- Industry standards and best practices
- Ethics in service and support environment

Module 3: Developing a Strategic Role

- Service desk strategy aligned to business goals
- Vision and mission statements
- Sourcing models and financial management

Module 4: Organisational Change and Project Management

- Project management fundamentals
- Business case development
- Organisational change management
- Strategic decision-making participation

Module 5: Teamwork and Communication

- Characteristics of high-performing teams
- Communication and presentation skills
- Listening and negotiation techniques

Module 6: Staff Recruitment, Retention & Development

- Recruitment strategies
- Training and development frameworks
- Employee engagement and retention
- Performance management

Module 7: Management and Leadership

- Leadership vs management
- Planning and coordination
- Building motivated teams

Module 8: Resilience

- Emotional resilience
- Stress management for managers and teams

Module 9: Effective Management of Resources

- Support delivery methods and technologies
- Workforce management
- Resource planning models
- Self-service adoption

Module 10: AI and Automation

- AI and automation in service desk

- Benefits and challenges
- Use cases including rules-based AI and neural networks

Module 11: IT Service Management (ITSM)

- ITSM objectives
- Practices vs processes vs procedures
- ITIL 4 practices and relevance

Module 12: Quality Assurance Activities

- Quality assurance programs
- Interaction monitoring
- Benchmarking practices

Module 13: Managing Customer Experience

- Customer experience management
- Feedback collection and utilization

Module 14: Management Information & Performance Results

- CSFs, KPIs, and metrics
- Service desk performance measurement
- Success criteria and reporting