

ITIL 4 Relationship Management

Relationship Management is the practice of establishing and nurturing links between an organization and its stakeholders at strategic and tactical levels. It ensures that the organization understands the needs of its customers and stakeholders, communicates effectively, and co-creates value through healthy, collaborative service relationships.

Course Outline

Module 1: Introduction to Relationship Management

- The fundamental purpose: Establishing and nurturing the links between the organization and its stakeholders
- Measuring success: Practice Success Factors (PSFs) and key metrics

Module 2: Value Streams and Processes

- Understanding the specific inputs and outputs of relationship processes
- Key activities for managing requirements and stakeholder satisfaction
- How relationship management coordinates with the organization's value stream

Module 3: Organizations and People

- Roles and responsibilities of the Relationship Manager and Relationship Agent
- Positioning the practice within the organizational structure to maximize influence

Module 4: Information and Technology

- The Digital Toolkit
- Modern Efficiency: Leveraging automation for communication, feedback collection, and data analysis

Module 5: Partners and Suppliers

- Third-party Dependencies: Managing how external vendors impact stakeholder perceptions and trust
- Supplier Collaboration: How partners support the practice in delivering a unified experience

Module 6: Relationship Management Capability Development

- Growth Roadmap: Using ITIL capability criteria to mature and develop the practice
- Success Recommendations: Applying ITIL Guiding Principles to build trust and ensure value co-creation

Module 7: Exam Preparation & Next Steps

- Official Exam Briefing