

KOENIG CERTIFIED

SERVICE MANAGEMENT LEADER KCSML

4-Day Professional Certification Programme

Practical Service Management Leadership for Modern Digital Organizations

COURSE OVERVIEW

KCSML develops the practical leadership capability required to manage, improve and transform IT-enabled services. The programme connects service management, business alignment, supplier management, service operations, resilience, performance, continual improvement, and digital/AI transformation through realistic scenarios and leadership activities.

WHO SHOULD ATTEND

Service Managers • Service Delivery Managers • IT Operations Managers/Leaders • Service Desk Managers • Service Owners • ITSM Professionals • Team Leads • Aspiring Service Management Leaders

THE 4-DAY LEARNING JOURNEY

DAY 1	LEAD & ALIGN	Understand the service management operating model, business outcomes, stakeholders and service value.
DAY 2	MANAGE MONEY, PARTNERS & CHANGE	Make supplier, financial, commercial and change decisions that protect service value.
DAY 3	PROTECT & OPERATE	Strengthen resilience, manage risk and lead high-pressure service operations.
DAY 4	MEASURE & FUTURE-PROOF	Use performance insight and digital/AI opportunities to improve and transform.

KEY TOPICS

- Service manager role, business outcomes and service ownership
- Products, services, service relationships and operating models
- Governance, decision rights and maturity
- ITIL-informed practices with ISO/COBIT awareness
- DevOps/SRE interfaces and cross-functional collaboration
- Influencing without authority, managing up and leadership decisions
- Conflict management and difficult conversations

PRACTICAL APPLICATION

Service Management Leadership Diagnostic — assess the current operating model, leadership challenges and improvement priorities.

CAPSTONE PROGRESS

Diagnose the organization: define the service problem, business impact, stakeholders and baseline.

KEY TOPICS

- Customer and stakeholder outcomes
- Service value, service offerings, utility and warranty
- Customer experience (CX) and user experience (UX)
- Service portfolio and catalogue
- Demand, stakeholder and relationship management
- SLA, OLA and XLA concepts and expectations
- SLA/XLA negotiation, CSAT and executive communication
- Service reviews and value conversations

PRACTICAL APPLICATION

SLA/XLA Negotiation & Service Review Simulation — align commitments, expectations, experience and business outcomes.

CAPSTONE PROGRESS

Diagnose and prioritize: establish the value, experience and stakeholder baseline.

M3 Suppliers, Partners & Service Economics

KEY TOPICS

- Supplier strategy, segmentation and multi-vendor management
- Supplier governance, contracts, KPIs, SLAs and performance reviews
- Supplier risk, make/buy decisions and exit considerations
- Service cost drivers and Total Cost of Ownership (TCO)
- Budget vs. actuals, cost allocation and showback/chargeback awareness
- Cloud cost and FinOps awareness
- Automation business cases, ROI and cost-quality-risk trade-offs
- Budget defence and commercial decision-making
- Supplier escalation and conflict

PRACTICAL APPLICATION

Supplier Performance & Budget Decision Workshop — balance supplier performance, service quality, risk and financial constraints.

CAPSTONE PROGRESS

Decide: make supplier, change, budget and risk decisions.

M4 Change, Release & Service Transformation

KEY TOPICS

- Change Enablement and risk-based change decisions
- Standard, normal and emergency change
- Change authority, scheduling and conflict management
- Change failure, learning and communications
- Release, deployment and testing/service validation awareness
- Service acceptance, configuration/asset awareness and knowledge transfer
- DevOps and CI/CD interface
- Resistance management and transformation leadership

PRACTICAL APPLICATION

Change Decision & Transformation Simulation — make risk-based decisions while balancing speed, stability, people and business outcomes.

CAPSTONE PROGRESS

Decide: protect value while enabling change and transformation.

KEY TOPICS

- Service resilience and availability
- Capacity and performance awareness
- Business Impact Analysis (BIA) and continuity
- Disaster recovery and recovery objectives
- Operational risk and risk treatment
- Security interface and compliance/audit awareness
- Operational resilience and regulatory expectations (awareness)
- Executive communication of service risk

PRACTICAL APPLICATION

Operational Risk & Resilience Scenario — assess risk, recovery priorities and leadership decisions for a threatened critical service.

CAPSTONE PROGRESS

Stabilize: protect critical services, reduce operational risk and strengthen resilience.

KEY TOPICS

- Service Desk and Service Request Management
- Incident and Major Incident Management
- Prioritization, escalation and executive communication
- Problem Management, root cause and contributing factors
- Known errors and Knowledge Management
- Swarming and monitoring/event awareness
- On-call and workforce leadership
- Team performance, coaching and psychological safety
- Incident fatigue, burnout awareness and blameless learning

PRACTICAL APPLICATION

Major Incident Command & Service Leadership Simulation — lead a major incident through problem investigation, team recovery and high-pressure leadership decisions.

CAPSTONE PROGRESS

Stabilize: lead people and service operations under pressure.

KEY TOPICS

- Service performance and KPI design
- SLA/XLA measurement and CSAT
- Metrics literacy: useful measures vs. vanity metrics
- Dashboards, trends and service reviews
- Governance, reporting and executive storytelling
- Continual Improvement and improvement registers
- Performance-gap analysis and improvement prioritization
- Benefits, roadmaps and leadership communication

PRACTICAL APPLICATION

Executive Service Performance Review — turn service data into decisions, priorities and an improvement roadmap.

CAPSTONE PROGRESS

Measure: prove performance, prioritize improvement and communicate the story to leaders.

KEY TOPICS

- Digital service management and automation
- GenAI for Service Desk, Knowledge, Incident and Problem Management
- AIOps and observability awareness
- Predictive operations and AI use-case prioritization
- AI risks: hallucinations, privacy, data and governance
- Human oversight and responsible AI
- AI vendor evaluation and build/buy/use decisions
- Workforce impact, reskilling and Service Desk redesign
- Transformation roadmap and leadership decisions

PRACTICAL APPLICATION

AI Vendor Claims & Transformation Challenge — evaluate an AI opportunity, identify risks and build a practical transformation path.

CAPSTONE PROGRESS

Transform: future-proof services, people and operating models.

INTEGRATED CAPSTONE

90-DAY SERVICE MANAGER TURNAROUND

Diagnose → Prioritize → Decide → Stabilize → Measure → Transform → Communicate

Participants progressively build a practical 90-day improvement plan using the challenges introduced across the four days. The capstone connects service performance, stakeholders, suppliers, financial decisions, operational risk, people leadership, continual improvement and digital/AI opportunities.

WHAT PARTICIPANTS WILL BE ABLE TO DO

- Lead service management with a clear connection to business outcomes.

- Make balanced decisions across value, experience, cost, quality and risk.
- Manage suppliers, partners and multi-vendor environments effectively.
- Lead change, release and service transformation decisions.
- Lead major incident response and service teams under pressure through coaching, psychological safety and clear decisions.
- Use service metrics, dashboards and governance information to drive decisions.
- Build practical continual improvement priorities and roadmaps.
- Evaluate digital and AI opportunities while considering risk, people and governance.
- Communicate service performance, risk and improvement priorities to senior stakeholders.

LEARNING EXPERIENCE

Learn → Apply → Decide → Lead

The programme uses realistic service management scenarios, simulations, workshops, leadership discussions and an integrated capstone rather than learning concepts in isolation.

KOENIG CERTIFIED SERVICE MANAGEMENT LEADER (KCSML) | Client / Student Course Outline