




 Your organisation & marketplace	 IT/technical knowledge	 Core ITSM practice areas	 Interpersonal/relationship skills	 Self-management & leadership skills	 General business & management skills
This category focuses on the service management professional's knowledge of their organisation, both internally in terms of structure and strategy and externally, with regards to the marketplace and industries in which their organisation competes.	This category concentrates on the service management professional's wider understanding of IT and the IT industry, including emerging technologies and trends, in addition to their technical knowledge regarding specific technologies, products and services.	This category covers the key core process/practice areas (elements) that make up ITSM as an overall function.	This category focuses on the service management professional's soft skills and competencies in relation to their relationships with and working with colleagues and external contacts	This category is intended to cover the service management professional's key personal qualities and abilities which give them the ability to lead others.	This category covers a wider range of supplementary/ ancillary business & management skills of which some skill/ knowledge/ experience would be beneficial to a service management professional.

### Key Knowledge and Skills

Organisational structure	Technologies	Plan	Communication skills	Confidence, drive & assertiveness	Organisational change/ development
Corporate/business strategy	Products/services/ applications	Design	Empathy and getting on with different personalities	Strategic & creative thinking	Project/programme management
Marketplace/external trends	Standards/codes/regulations	Build/deploy	Influencing & persuading	Problem-solving/decision-making	Business report writing & case/proposal making
Competitors	IT frameworks, models, processes & methodologies	Deliver	Negotiation	Motivation & team building	Social media/marketing comms
Customers	Emerging technologies & trends	Organise/motivate	Collaboration	Coaching & performance management	Financial analysis & planning
Product/service portfolio	Vendors/suppliers	Integrate	Facilitation & consulting	Strategic planning	Marketing strategy
Governance	Software/data/asset management	Control	Relationship handling/ development	Change planning & management	Contract/commercial law

