

From ticket closer to strategic asset: where does your team sit?

Score each shift from 1 (mostly “from”) to 5 (fully “to”). Then add up your total score.

Shift	From	To	Score (1-5)
Ecosystem-driven product and service management	Working in silos; fragmented ownership and accountability; friction and delayed hand-offs	Holistic co-creation; shared ownership across the lifecycle; stronger supply chain agility; better alignment	
Flexible, interconnected value streams	Linear processes; artificial bottlenecks; bureaucratic delays; loss of context between hand-offs; culture of compliance over value	Flexible, connected workflows; multi-stakeholder collaboration; faster feedback; governance that supports value	
Human-centric experience and dynamic impact agreements	Static SLAs; misaligned technical metrics; inflexible service agreements; sentiment blind spots	Holistic measurement of value; reduction of operational/digital friction; alignment with business outcomes	
Adaptive operational readiness	Rigid annual planning; strategic drift; outdated approaches; transformation fatigue; lagging operational awareness	Continuous horizon scanning; agile operations; stronger resilience to change; optimised execution in complex situations	
Governed and operationalised AI	Ad-hoc AI experiments; shadow AI use and security risks; isolated vanity projects; unpredictable quality; fragmented tools	Governed AI-enabled value streams; trust and compliance; measurable ROI; scalable AI architecture	
Strategic relationships and value orchestrators	Isolated specialists with narrow focus; ticket-centric mindset; communication gaps	Holistic workforce capabilities; proactive strategic partnership; cross-functional collaboration	

What your results mean

6-12
Ticket closer

13-22
Mid-transition

23-30
Strategic asset

Move from support function to strategic partner

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