## Key Knowledge and Skills

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

Your organisation & marketplace

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.

IT/technical knowledge

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.

Core ITSM practice areas

This category covers the key core process/practice areas (elements) that make up ITSM as an overall function.

Interpersonal/relationship skills

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.

Self-management & leadership skills

This category is intended to cover the service management professional's key personal qualities and abilities which give them the ability to lead others.

General business & management skills

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.