



ITIL-DITS^{Q&As}

ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

An organization is aiming to use an innovative social media platform to improve engagement with young consumers. What should the organization's strategy focus on?

- A. Ecosystem disruption supported by operational excellence
- B. Market relevance supported by ecosystem disruption
- C. Customer and market relevance supported by operational excellence
- D. Operational excellence supported by customer and market relevance

Correct Answer: C

Customer and market relevance is about understanding and meeting the needs and expectations of customers and markets, especially in a dynamic and competitive environment. Operational excellence is about delivering services efficiently and effectively, with high quality and reliability. An innovative social media platform can help improve engagement with young consumers by enhancing customer and market relevance, while operational excellence can support the delivery of the platform and its services. References: ITIL 4 Leader: Digital and IT Strategy, page 15-16

QUESTION 2

An organization has started a digital transformation programme, and wants to create a culture of innovation. This month, the CIO plans to deliver a presentation on how chatbots can improve the customer registration experience. Which approach is the CIO using to support the programme?

- A. Encouraging digital technology opportunities
- B. Establishing a mantle intelligence culture
- C. Giving employees time for training and development
- D. Working with workflow and talent management

Correct Answer: A

Encouraging digital technology opportunities is the approach that the CIO is using to support the programme of creating a culture of innovation. This means that the CIO is promoting and facilitating the exploration and adoption of new digital technologies that can create value for the organization and its customers. By delivering a presentation on how chatbots can improve the customer registration experience, the CIO is demonstrating how digital technology can enable innovation and enhance customer value. References: ITIL 4 Leader: Digital and IT Strategy, page 25-26

QUESTION 3

Which is NOT an essential consideration when developing a digital strategy?

- A. Understanding which systems will form the digital technology programme
- B. Understanding emerging technologies that could affect the organization



- C. Understanding how to identify potential opportunities
- D. Understanding the risks involved with digital opportunities

Correct Answer: A

Understanding which systems will form the digital technology programme is not an essential consideration when developing a digital strategy. It is a more detailed and technical aspect that can be defined later in the implementation phase. The essential considerations when developing a digital strategy are more focused on understanding the organization's vision, goals, values, customers, markets, competitors, opportunities, risks, and capabilities.

References: ITIL 4 Leader: Digital and IT Strategy, page 5-6

QUESTION 4

An organization wants to ensure that all Key stakeholders are aware of the strategic direction and support it. What is the MOST approach to achieve this?

- A. Deliver compulsory strategic awareness sessions regularly
- B. Ensure there is one common communication channel for the strategy
- C. Utilize metrics to ensure staff comply with the strategy
- D. Tailor strategic communications to the stakeholders preferences

Correct Answer: D

Tailoring strategic communications to the stakeholders' preferences is the best approach to ensure that all key stakeholders are aware of the strategic direction and support it. This means that the organization considers the needs, expectations, interests, and preferences of different stakeholders when communicating the strategy. This can help increase stakeholder engagement, understanding, alignment, and buy-in. References: ITIL 4 Leader: Digital and IT Strategy, page 10-11

QUESTION 5

Which is the BEST approach to defining a vision and a strategy in an organization with multiple specialization divisions?

- A. Vision and strategy should be defined by the executive leader and communicated to the divisions
- B. Vision and strategy should be defined by the governing body and communicated to the divisions' leaders
- C. Vision and strategy should be defined in collaboration with the leaders of the organization and division
- D. Vision and strategy should be defined in collaboration with the enterprise architects and consultants

Correct Answer: C

Vision and strategy should be defined in collaboration with the leaders of the organization and division to ensure alignment, coherence, and buy-in across the organization. This can help create a shared understanding of the goals, values, and direction of the organization and its divisions, as well as leverage the expertise and insights of different leaders. References: ITIL 4 Leader: Digital and IT Strategy, page 9-10



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