Pink Elephant
Catalog Of Services

Includes 10 New Certification Courses!

FALL 2016 EDITION

CELEBRATING 40 YEARS IN TRAINING EXCELLENCE

What We Offer

EDUCATION

Take ITIL®, COBIT®, Lean IT, DevOps, Agile, Project Management, Organizational Change Management and Business Relationship Management courses in a variety of learning formats.

CONSULTING

Our consultants are the best in the industry. With an average of 20 years' industry experience they relate course content with real-world experience.

CONFERENCES

Pink Elephant's conferences and special events have been described as "the most content-rich, varied, intensive and enjoyable conference experience you can have!"

ONLINE TOOLS

PinkATLAS™, PinkSCAN™ and PinkREADY™, are resources available at the click of a button.

PINKVERIFY™

The internationally recognized "ITSM Tool Suite Stamp Of Approval", is certified by Pink Elephant.

Stay Connected To Pink!

Don't miss out on great offers!

There are many ways to get immediate notifications about special discounts, preview announcements about new products and services, and all the latest news from Pink!

E-Newsletters: Sign up for our monthly PinkLINK e-newsletters by visiting pinkelephant.com/signup

Twitter: @theitilexperts

Blog: blogs.pinkelephant.com

Email: info@pinkelephant.com

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Why Choose Pink For Education?

- ▸ We are recognized as industry experts known for reliable, high quality education deliverables
- ▸ More than 350,000 business professionals have taken our courses
- ▸ 96% of customers surveyed would recommend Pink Elephant courses to others
- ▸ Most of our courses include an online option to accommodate today's busy professional

Learning Formats

Pink Elephant offers a variety of formats for our courses and workshops, including:

Self-Paced

Self-paced courses are cost effective, time efficient and flexible since you can learn at your own pace, anytime, anywhere. Comprehensive, accredited courseware prepares you for the official online exam – perfect for the business leader on the go!

Virtual

Learn from one of our certified Pink Expert instructors in a web-based format without the inconvenience and cost of travel. Learn from your home or office in a regularly scheduled class or schedule one for your entire team.

For select virtual courses, the course is presented in two different agenda formats. Full day deliveries, from 10:00 am to 5:00 pm ET each day of the course, or half day programs with the student selecting to attend AM (8:30 am - 12:00 pm ET) or PM (1:30 pm - 5:00 pm ET) for the duration of the course. Visit our website for full course descriptions and course delivery details.

Public

Learn in a traditional classroom format from one of our certified Pink Expert instructors possessing an average of 20 years of IT Service Management (ITSM) experience. To find an upcoming course in a major city near you, visit our website for the Public Course Schedule.

In-House

Bring the Pink education experience in-house when it is most convenient for your team, at the location of your choice. This is a great opportunity to train your team efficiently, foster team building experiences, and allow for company-specific discussion to align new learning with corporate objectives and projects.

Education & Training

Self-Paced | Virtual | Public | In-House

AGILE CERTIFICATION

NEW! Agile Scrum Foundation	An introductory course to understand the fundamentals of Agile, Scrum and related methodologies benefiting business and IT Professionals.	
NEW! Certified Agile Scrum Master & Leader	This course covers fundamentals and also provides a managerial and leadership perspective on Agile and Scrum related methodologies for those facilitating and enabling Agile teams.	
NEW! Certified Agile Service Manager	An introductory course with focus on ITIL processes and interconnections between Agile, Scrum and IT Service Management.	

BUSINESS RELATIONSHIP MANAGEMENT CERTIFICATION

Business Relationship Management Professional	This 3-day very comprehensive management level course provides guiding principles and a framework not provided elsewhere for managing key business relationships to drive strategic value.	

COBIT CERTIFICATION

Defining & Governing Enterprise IT To Deliver Business Value	This course provides an end-to-end business view of COBIT 5 – an internationally accepted framework for governing and managing enterprise IT that supports executives and management in their definition and achievement of business goals and related IT goals.	

DEVOPS CERTIFICATION

NEW! DevOps Foundation	This course will debunk the myths and misconceptions around what is and isn't DevOps and Agile. You will gain insights and a deeper understanding on how to immediately benefit your own environment, and build a plan to improve your IT organization and service delivery to drive results.	

IT ASSET MANAGEMENT CERTIFICATION

ITAM Foundations	This course is designed to impart an extensive overview of IT Asset Management (ITAM) best practices and processes as well as ways to embrace multiple organizational frameworks such as IT Service Management.	
Certified Software Asset Manager	This course teaches the importance of adhering to software regulations, and how to develop a well planned and executed Software Asset Management program.	
Certified Hardware Asset Management Professional	This course is designed to address the numerous issues plaguing professionals in managing hardware assets.	

ITIL FOUNDATION CERTIFICATION

ITIL Foundation	This official ITIL Foundation certification course provides you with a general overview of the ITSM Lifecycle which is outlined in ITIL's five core books – Service Strategy, Service Design, Service Transition, Service Operation and Continual Service Improvement (CSI).	

An oldie but a goodie!

ITIL PRACTITIONER CERTIFICATION

NEW! ITIL Practitioner: Enabling Critical Competencies	This intensive 3-day course introduces the 9 Guiding Principles critical to embedding a culture of CSI. Students will also learn how to leverage ITIL good practices in order to adopt, adapt and apply ITIL to specific circumstances and requirements of an organization.	

Education & Training

Self-Paced Virtual Public In-House

ITIL CAPABILITY CERTIFICATION

Course	Description	Formats
ITIL Operational Support & Analysis	The focus of this Intermediate course is on Event Management, Incident Management, Request Fulfillment, Problem Management, and Access Management.	Self-Paced, Virtual, Public, In-House
ITIL Release Control & Validation	The focus of this Intermediate course is on Service Portfolio Management, Service Catalog Management, Service Level Management, Demand Management, Supplier Management, Financial Management For IT Services, and Business Relationship Management.	Self-Paced, Virtual, Public, In-House
ITIL Service Offerings & Agreements	The focus of this Intermediate course is on Service Portfolio Management, Service Catalog Management, Service Level Management, Demand Management, Supplier Management, Financial Management For IT Services, and Business Relationship Management.	Self-Paced, Virtual, Public, In-House
ITIL Planning, Protection & Optimization	The focus of this Intermediate course is on Capacity Management, Availability Management, IT Service Continuity Management, Information Security Management, and Demand Management.	Self-Paced, Virtual, Public, In-House

ITIL LIFECYCLE CERTIFICATION

Course	Description	Formats
ITIL Service Strategy	For ITSM Professionals seeking to gain an understanding of how to integrate IT and business processes as well as formulate stronger ITSM strategies.	Self-Paced, Virtual, Public, In-House
ITIL Service Design	For ITSM Professionals seeking to gain a more in-depth understanding of IT business integration and obtain practical guidance regarding the management principles and core concepts required to design new, or modify existing, IT services.	Self-Paced, Virtual, Public, In-House
ITIL Service Transition	For ITSM Professionals seeking to gain an understanding of how to consistently manage change, and the introduction, transfer and decommissioning deployment of new or changed services.	Self-Paced, Virtual, Public, In-House
ITIL Service Operation	For ITSM Professionals seeking to gain practical guidance of the service delivery and support phase of ITIL's service lifecycle model.	Self-Paced, Virtual, Public, In-House
ITIL Continual Service Improvement	For ITSM Professionals seeking to gain a better understanding of ROI, measurements and metrics, trending and management reporting.	Self-Paced, Virtual, Public, In-House

ITIL EXPERT CERTIFICATION

Course	Description	Formats
Managing Across The Lifecycle	Become an ITIL Expert – the highest ITIL qualification! A total of 17 ITIL credits are required as a prerequisite for this course.	Self-Paced, Virtual, Public, In-House

ITIL OVERVIEW

Course	Description	Formats
ITIL Executive Overview	Pink Elephant will provide a Senior Consultant to facilitate an executive level ITIL awareness discussion to support the organization's ITSM awareness objectives.	In-House

LEAN IT CERTIFICATION

Course	Description	Formats
Most popular course → Lean IT Foundation: Understanding Lean IT Principles & Objectives	This introductory course features the core principles of Lean and is applicable to all IT operations regardless of sector or industry. Learn how Lean helps IT departments become more business-value oriented, removing waste, inflexibility and variability.	Self-Paced, Virtual, Public, In-House *← New self-paced offering*
NEW! Lean IT Kaizen: Implementing Lean IT Practices	With major focus on the Six Sigma DMAIC and Lean A3 models, this practical and hands-on 3-day course teaches and equips individuals to define, facilitate and lead Lean IT Kaizen improvement initiatives.	Virtual, Public, In-House
NEW! Lean IT Leadership	This 3-day course provides you with the knowledge of how and why Lean leadership principles are different from traditional hierarchical or command and control models.	Virtual, Public, In-House

ORGANIZATIONAL CHANGE MANAGEMENT CERTIFICATION

Course	Description	Formats
Organizational Change Management Foundation	Provides participants with essential information and tools to understand how to contribute to a change management team. Learn how to help people deal more effectively with change by overcoming resistance and maintaining their commitment to change.	Virtual, Public, In-House
Organizational Change Management Practitioner	The valuable knowledge and techniques gained in the Organizational Change Management Foundation course will be applied to "real world" change processes. Learn how to develop a collaborative team that can successfully embed and sustain change initiatives.	Virtual, Public, In-House

Education & Training

ORGANIZATIONAL CHANGE MANAGEMENT WORKSHOP

Course	Description	Delivery
NEW! Leading The Organizational Change Process	Participants will gain the skills, knowledge and practical application experience they need to effectively and efficiently plan and manage an organizational change initiative using Kotter's 8-step model and other principles of change management.	Virtual, Public, In-House

PROJECT MANAGEMENT PRINCE2 CERTIFICATION

Course	Description	Delivery
Project Management PRINCE2 Foundation	Project Management Foundation is an introductory course for those seeking to become effective project contributors and for those who wish to obtain the PRINCE2 certification.	Virtual, Public, In-House
Project Management PRINCE2 Practitioner	In Project Management Practitioner, you'll learn how to apply and tailor PRINCE2 processes, themes and techniques within a project environment, and learn how to evaluate completed projects and project events.	Virtual, Public, In-House
Project Management PRINCE2 Boot Camp	This 5-day certification Boot Camp combines the Project Management Foundation and Practitioner courses. The first part of the Boot Camp (Foundation) focuses on learning the theoretical knowledge contained in the PRINCE2 body of best practice. The second part of the Boot Camp (Practitioner) provides guidance on how to effectively apply and practice the new knowledge within a project environment.	Virtual, Public, In-House

"HOW TO" INSTRUCTIONAL WORKSHOPS

Course	Description	Delivery
The 1-Day Leadership MasterClass	This course is presented in four parts, beginning with an overview on the meaning of "leadership", and ending with case studies of how the principles taught were successfully implemented in real-life.	Public, In-House
How To Define & Implement A Service Catalog	For managers who want to learn why the Service Catalog and its underlying service structure is the cornerstone of any ITSM program and how to map IT services to business processes and functions.	Virtual, Public, In-House
Problem Management: Root Cause Analysis Workshop	This workshop will provide you with a practical, structured approach to applying established root cause analysis principles and techniques to identify the sources of recurring incidents and service downtime.	Public, In-House
IT Service Management Strategic Roadmap	This workshop will provide you with the strategic knowledge required to navigate around common pitfalls and establish an ITSM improvement project that delivers tangible results for success.	Public, In-House
How To Define & Implement A CMDB According To ITIL Best Practices	For ITSM professionals who want to learn the critical success factors for defining, building, deploying and managing a best practice Configuration Management Database (CMDB).	Virtual, Public, In-House
Implementing IT Service Management Boot Camp	In this 3-day, boot camp style workshop you will receive the critical knowledge needed to successfully set up your ITSM program and project, establish process governance, build your tool strategy and define your deployment plans to achieve meaningful results.	Virtual, Public, In-House

Perfect pairing: in-house course + simulation

SIMULATIONS

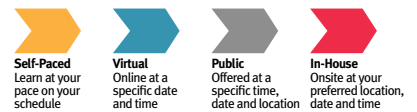| Course	Description	Delivery
NEW! DevOps In Action: The Phoenix Project Simulation	This business simulation introduces an approach to bring Software Development and IT Operations closer together. This simulation will help translate theory into practice and develop collaboration within teams to increase business value.	In-House
IT/Business Alignment In Action: The Grab@Pizza Simulation	A business simulation that marries theory with hands-on practice, this 2-day workshop is highly interactive and combines the power of experiential learning with a practical discussion on how to apply IT Service Management best practices.	In-House
ITSM In Action: The Apollo 13 Simulation	During this very popular one-day interactive workshop, participants learn how to apply ITIL and ITSM concepts to a real life situation using the historical events involved in the "successful failure" story of Apollo 13.	In-House

Education Schedule-At-A-Glance

October 2016 - March 2017
WE HAVE PLANNED AHEAD, SO YOU CAN TOO!

Self-Paced — Learn at your pace on your schedule
Virtual — Online at a specific date and time
Public — Offered at a specific time, date and location
In-House — Onsite at your preferred location, date and time

COURSES		OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
BUSINESS PORTFOLIO							
Business Relationship Management Professional		Virtual (24-26)	Virtual (16-18)		Virtual (4-6)	Las Vegas, NV (23-25)	Virtual (27-29)
NEW! Leading @ The Speed Of Change						Las Vegas, NV (23-24)	
NEW! Leading The Organizational Change Process				Virtual (5-6)		Virtual (2-3)	
Organizational Change Management Foundation		Virtual (17-19)		Virtual (19-21)	Virtual (23-25)	Las Vegas, NV (15-17)	Virtual (20-22)
Organizational Change Management Practitioner		Virtual (20-21)		Virtual (22-23)	Virtual (26-27)	Las Vegas, NV (18-19)	
NEW! Success Under Pressure						Las Vegas, NV (19)	
IT PORTFOLIO							
NEW! Agile Scrum Foundation				Virtual (12-13)		Virtual (6-7) Las Vegas, NV (18-19)	
NEW! Certified Agile Scrum Master & Leader				Virtual (14-16)		Las Vegas, NV (17-19) Virtual (27-1)	
NEW! Certified Agile Service Manager			Virtual (7-11) AM Virtual (7-11) PM		Virtual (16-18)	Las Vegas, NV (17-19)	Virtual (6-10) AM Virtual (6-10) PM
Certified Hardware Asset Management Professional					Virtual (19-20)		
Certified Software Asset Manager		Virtual (3-4)			Virtual (19-20)		
Defining & Governing Enterprise IT To Deliver Business Value			Virtual (28-30)		Virtual (16-18)		
NEW! DevOps Foundation		Virtual (17-19)	Houston, TX (2-4)	Virtual (5-7)	Virtual (23-25)	Las Vegas, NV (23-25)	Virtual (20-24) AM Virtual (20-24) PM
How To Define & Implement A CMDB According to ITIL Best Practices						Las Vegas, NV (23-24)	
How To Define & Implement A Service Catalog					Virtual (19-20)	Las Vegas, NV (23-24)	
ITAM Foundations			Virtual (21-22)				
ITIL Continual Service Improvement		Virtual (18-21)				Las Vegas, NV (16-19)	
ITIL Foundation		Toronto, ON (3-5) Virtual (24-26)	Virtual (28-2) AM Virtual (28-2) PM	Virtual (19-21)	Virtual (30-3) AM Virtual (30-3) PM	Las Vegas, NV (17-19) Virtual (27-1)	Virtual (27-29)
ITIL Managing Across The Lifecycle					Virtual (5-9)		Virtual (6-10)
ITIL Operational Support & Analysis			Virtual (14-18)			Las Vegas, NV (15-19)	
ITIL Planning, Protection & Optimization					Virtual (23-27)		
NEW! ITIL Practitioner: Enabling Critical Competencies				Virtual (7-9)		Las Vegas, NV (23-25)	
ITIL Release, Control & Validation				Virtual (12-16)			Virtual (13-17)
ITIL Service Design		Virtual (11-14)				Virtual (6-9)	
ITIL Service Offerings & Agreements			Virtual (7-11)				
ITIL Service Operation				Virtual (19-22)			Virtual (20-23)
ITIL Service Strategy		Virtual (4-7)				Las Vegas, NV (16-19)	
ITIL Service Transition			Virtual (1-4)			Virtual (6-9)	
Lean IT Foundation: Understanding Lean IT Principles & Objectives		Virtual (27-28)	Virtual (28-29)	Virtual (19-20)	Virtual (26-27)	Las Vegas, NV (18-19) Virtual (23-24)	Virtual (30-31)
NEW! Lean IT Kaizen: Implementing Lean IT Practices			Virtual (14-16)		Virtual (30-1)	Las Vegas, NV (23-25)	
NEW! Lean IT Leadership			Virtual (30-2)		Virtual (16-18)	Las Vegas, NV (23-25)	
CONFERENCES							
Pink Elephant Virtual Conference "PinkCONNECT"		Virtual (18)	"PinkCONNECT" Ends (28)				
21st Annual International IT Service Management Conference & Exhibition "Pink17"		Last Early Bird Ends (28)				Las Vegas, NV (19-22)	

Hey! This is Free (handwritten note pointing to Pink Elephant Virtual Conference "PinkCONNECT")

Bring Pink In-House! All of the courses above can be presented at your organization's location. Save on time and costs, and create a highly enriching team building experience. Contact us for details.

Consulting

Achieve Results That Matter

Pink Elephant has developed industry-leading onsite team workshops, simulations and assessments which can be tailored to your organization's specific needs. We like to say that we translate knowledge into real world results. For nearly 40 years, we have made it happen for hundreds of satisfied organizations.

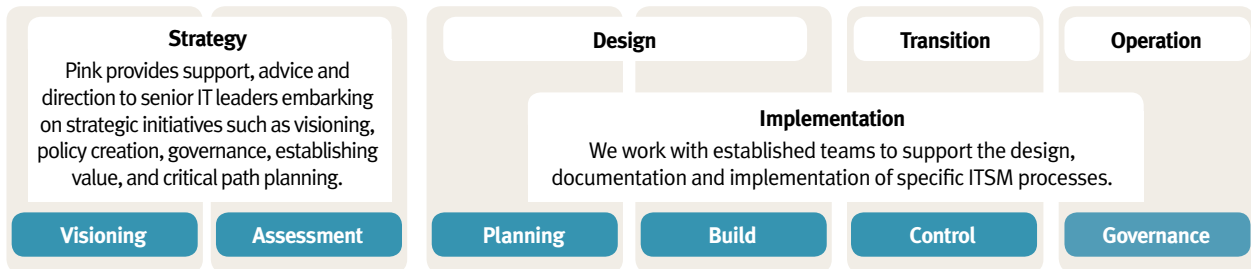Take a look at the diagram below to better understand our unique transformation lifecycle approach that is customized for your organization.

Why Choose Pink For Consulting?

▸ Our experienced consultants are industry leaders and are specifically trained to adapt, adopt and combine frameworks at a fit for purpose level to fit your company's unique situation

▸ We provide a full lifecycle of solutions in our assessments, strategic planning, implementation and continuous improvement coaching to help you achieve top-notch results

▸ We apply a holistic approach considering the People, Process, Product and Partner aspects unique to your organization and ensure they are considered throughout the consulting process

▸ As your trusted advisor, we transfer knowledge and skills to you and your team and work with you hand-in-hand every step of the way to help you achieve your goals through the short and long term

Program Lifecycle

Project Management

Pink provides engagement at any phase of your project lifecycle to provide guidance, leadership and subject matter expertise to support your ITSM improvement goals.

Strategy
Pink provides support, advice and direction to senior IT leaders embarking on strategic initiatives such as visioning, policy creation, governance, establishing value, and critical path planning.

Design

Transition

Operation

Implementation
We work with established teams to support the design, documentation and implementation of specific ITSM processes.

| Visioning | Assessment | Planning | Build | Control | Governance |

Continual Improvement

| Where do we want to be? | Where are we now? | How will we get there? | How do we realize our vision? | How do we know we've succeeded? |

Organizational Change Management Plan

| Defrost The Current Culture – Readiness | Empower Change | Freeze |

Want to learn more? Contact us today to see how Pink Elephant can help you achieve your goals.
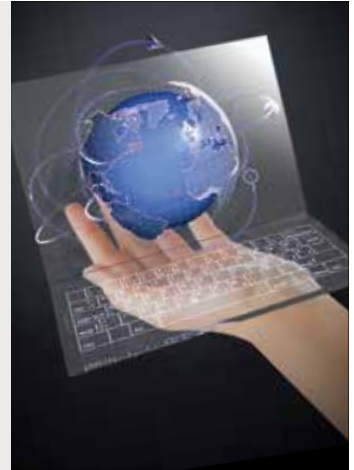
Pink Online Tools

What Is PinkSCAN?

PinkSCAN is an online process maturity assessment to help your organization determine the maturity of your ITSM processes. Assess your process maturity for up to 23 ITIL processes!

Why Choose PinkSCAN?

Do you know if your Problem Management process is mature? Do you know what this means for your business? PinkSCAN gives you the ability to run your own assessments as many times as you want to perform gap analyses and compare your process maturity to other organizations in the industry.

What Value Does It Offer?

PinkSCAN's "do-it-yourself" approach for benchmarking ITSM processes is a great way to better understand the basics of process improvement and where your processes land on the maturity scale. By getting a better snapshot of your process maturity, you will understand the impacts mature processes have and be able to identify areas of improvement and strength within your organization.

What Is PinkATLAS?

PinkATLAS is your essential online resource center giving you access to hundreds of documents, recordings and more to get you on the road to implementing improvements in your organization.

Why Choose PinkATLAS?

Register for PinkATLAS to get access to ready-made resources to navigate your way through ITIL, ITSM, Lean Management, Organizational Change, Program Management and more. Take advantage of the expertise and richness of material to get you to the next step.

What Value Does It Offer?

If your organization is focused on the continual improvement of their business and IT processes, PinkATLAS can help enable your efforts through process maps, project plans, guides, job descriptions, tool requirements and more.

Sign Me Up!

For more details on PinkSCAN, PinkATLAS or PinkATLAS Platinum, please visit our website or give us a call.

"PinkATLAS has already proven to be an invaluable tool in the short time we have had access. My only regret is that we didn't make the purchase sooner. It's rare that an IT offering lives up to the hype, but PinkATLAS has exceeded our expectations."

Conferences & Special Offers

21st Annual International
IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION
LAS VEGAS ▸ BELLAGIO HOTEL ▸ FEBRUARY 19-22, 2017

® PINK

"Pink17"

Communicate. Connect. Change.

RECOGNIZED AS THE #1
INDUSTRY EVENT!

Special Offers!

Training Passes

Have an individual or group of people requiring training but can't bring Pink onsite? Save on Public and Virtual courses by purchasing your training in bulk.

- ▸ Purchase 3 to 5 seats up front; **Save 10%** off the regular price
- ▸ Purchase 6 to 10 seats up front; **Save 20%** off the regular price
- ▸ Purchase 11 seats or more; **Save 30%** off the regular price

ITIL Expert Passes

If you're on your "ITIL Expert" journey and planning to obtain all 22 credits to get this highly respected qualification, you can save close to 40% with these very special offers!

- ▸ ITIL Expert Virtual Freedom Pass
- ▸ ITIL Expert Self-Paced Freedom Pass

FREE ITIL Foundation Course

Purchase an ITIL Intermediate course, at the same time as a Foundation Level course, and you get a ITIL Foundation Self-Paced course FREE including the exam!

Lean IT Professional Designation

You can now be recognized as a "Lean IT Professional". Pass the examinations for three courses – Lean IT Foundation, Lean IT Kaizen and Lean IT Leadership.

Want to become a "LITP"? Purchase our new Lean IT Professional "bundle" – all three courses at once – and get the Lean IT Foundation Self-Paced Online course for FREE including the exam!

PinkPASS

The PinkPASS is for customers who buy a variety of products and services from Pink Elephant in large volumes. Prepay a set amount in advance and receive additional funds on account! Draw from these funds over a set time period.

Visit our website or give us a call for full details and pricing information.

PINK
®
Knowledge Translated Into Results

Pink Elephant
We Lead The Way!

A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

This Catalog Of Services provides you with information about the vast array of products and services Pink Elephant offers to help you meet your IT and business goals.

CELEBRATING 40 YEARS IN TRAINING EXCELLENCE