

# HDI Support Center Director (HDI-SCD)

## Unit 1: Executive Leadership Essentials

- Service and Support Today
- Self-Assessment
- Executive Leadership
- The EI Leader
- Best Practices and Frameworks
- SWOT Analysis & Action Plan

## Unit 2: Business Planning and Strategy

- Service and Support as a Business
- Building Strategy
- Services and SLM
- Business Alignment
- Financial Management

## Unit 3: Service and Support Processes

- Best Practices
- Service Management
- Service Operations
- Service Design
- Service Transition
- Total Quality Management
- Knowledge Management

## Unit 4: Service and Support Tools

- Systems Thinking Approach
- Support Tools/Tech
- Support Delivery Methods
- Social Media
- Vendor Relationships

## **Unit 5: Performance Management**

- Measuring Success
- Baselines & Benchmarks
- Performance Reporting
- Continuous Improvement

## **Unit 6: People Development**

- Sourcing Strategies
- Workforce Management
- Training and Development
- Fostering Teamwork

## **Unit 7: Organizational Change Management**

- Managing Organizational Change
- Global Awareness & Diversity
- Service Ethics

## **Unit 8: Marketing Strategy**

- Promoting Value
- Successful Marketing

## **Unit 9: Business Case Development**

- The Purpose of a Business Case
- The Anatomy of a Business Case
- Presenting the Business Case

