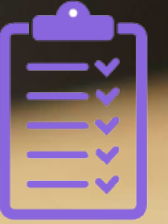


# The guiding principles

Using the guiding principles

# Syllabus



2. Understand how the ITIL guiding principles can help an organization adopt and adapt service management
  - 2.1 Describe the nature, use and interaction of the guiding principles
  - 2.2 Explain the use of the guiding principles:
    - a) Focus on value
    - b) Start where you are
    - c) Progress iteratively with feedback
    - d) Collaborate and promote visibility
    - e) Think and work holistically
    - f) Keep it simple and practical
    - g) Optimize and automate



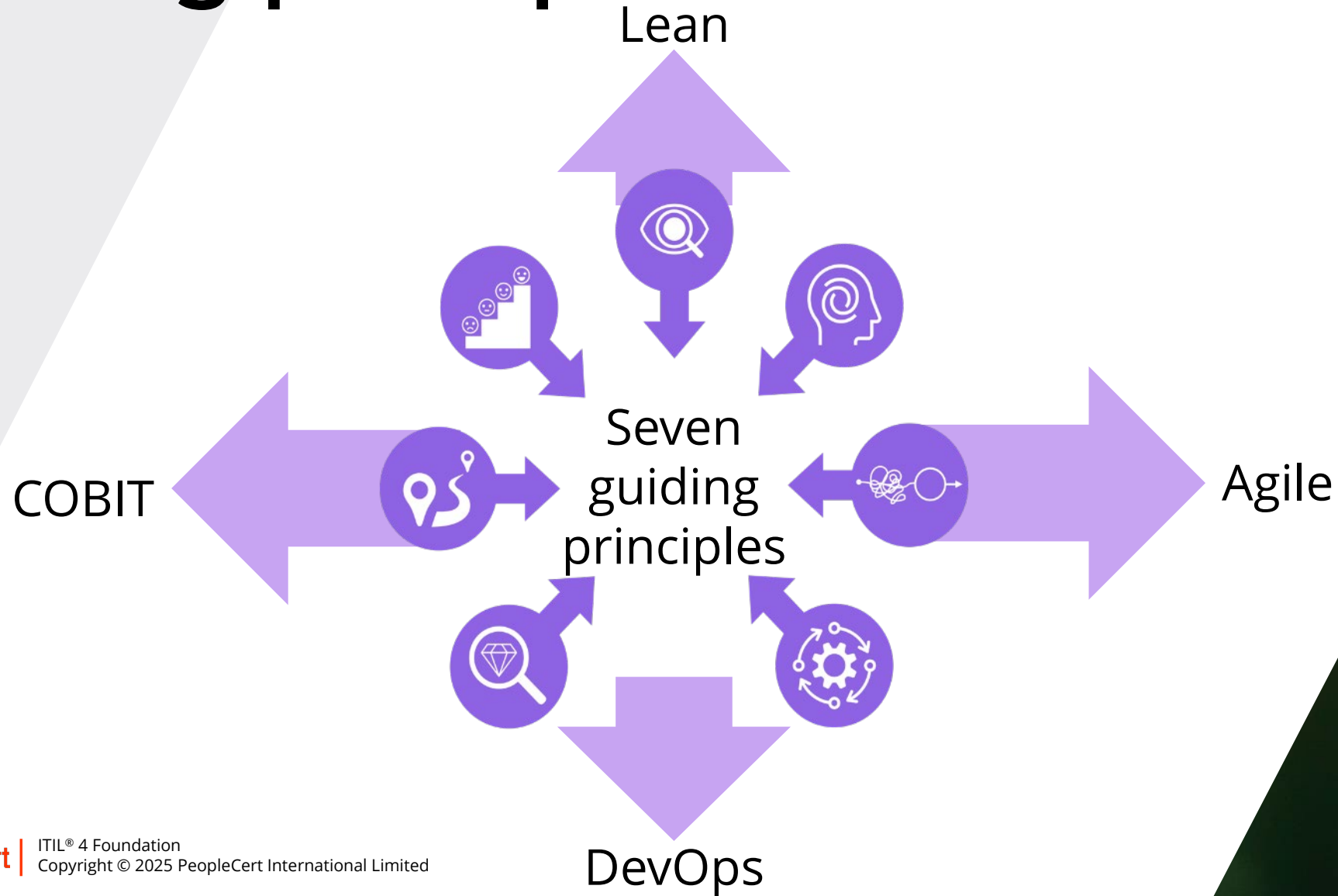
# What you will learn

By the end of this section, you will be able to:

- Describe the **nature**, **use** and **interaction** of the guiding principles.



# Guiding principles in context



# Applying the guiding principles

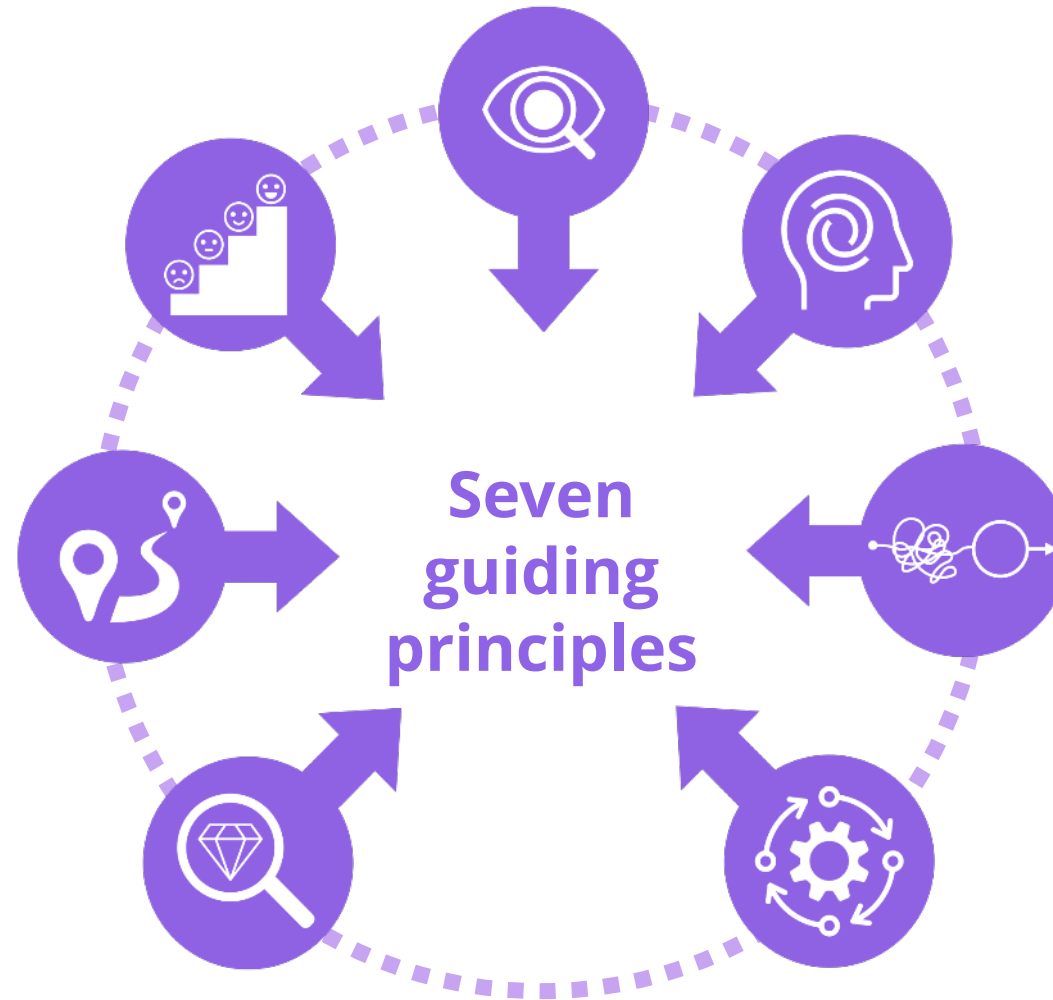


The guiding principles **encourage** and **support** organizations in **continual improvement** at all levels. They are **universally applicable** to nearly any initiative and to relationships with all stakeholder groups.



# Principle interaction

Guiding principles interact with and depend upon each other.



# Recap: Key learning points



There are **seven guiding** principles:

- Focus on value.
- Start where you are.
- Progress iteratively with feedback.
- Collaborate and promote visibility.
- Think and work holistically.
- Keep it simple and practical.
- Optimize and automate.

