

PRAGO PeopleCert

ITIL Career Guide

Own the Future. Shape What's Next
with the New ITIL.

The Global Best Practice Framework for
Digital Product and Service Management.

The Macro Shift: Why Your Expertise is in Global Demand

The Past: Industry 4.0

Automation & Efficiency

Managing Technology Systems

Focusing on Outputs

Order & Standardization

The Future: Industry 5.0

Human-Centricity & Resilience

Managing Digital Products & Services

Focusing on Value & Experience

Embracing Complexity & Diversity


This evolution requires a new approach to technology management—humans collaborating with technology, where sustainability and resilience are core pillars.

The AI Governance Gap: The Ultimate Career Catalyst



90%

90% of organizations use AI in daily operations.



18%

Only 18% have AI governance in place.

Without a unified way of working, organizations face increased risk, slower decision-making, and inconsistent outcomes. AI is a collaborative partner, but it requires human professionals who excel at creativity, empathy, and contextual understanding to manage it.

The Universal Operating System for Modern Business

Powering **82%** of
the Fortune 500

Trusted by over **50,000**
organizations worldwide

**ITIL
Framework**

PeopleCert

Government & Public Sector

Adopted by over 800 government organizations globally to deliver secure, reliable citizen services.

PRAGO

Automotive & Manufacturing

Driving innovation from predictive maintenance to autonomous vehicle ecosystems and seamless digital experiences.

PeopleCert

Every Industry, Any Size

A framework designed to be adopted and adapted—from custom software developers to consumer digital platforms.

Career Pathways: Empowering Every Role Across the Enterprise

Role	Core ITIL Focus	Value Co-Created
The CIO / Executive	Strategic Vision	Pioneers digital transformation, aligns technology with organizational goals, and ensures competitive market advantage.
Enterprise Architect	Information & Technology	Designs the architecture to link strategic direction to operational execution across complex ecosystems.
Product Manager	Discovery & Planning	Captures customer needs, spots trends, and drives the continuous iterative development of digital products.
IT Delivery Manager	Service Delivery	Applies ITIL practices to improve operational efficiency, manage suppliers, and fulfill Service Level Agreements (SLAs).
Service Desk Leader	User Experience	Manages direct user interactions, handles incidents, and ensures seamless access to resources.

The Architecture of Mastery

The Ambition.

Reaching the strategic heights of a CIO or the structural mastery of an Enterprise Architect requires more than just technical skill. It requires a unified language of value co-creation.

**Organizational
Roles**

**Mastery &
Growth**

**ITIL
Qualifications**

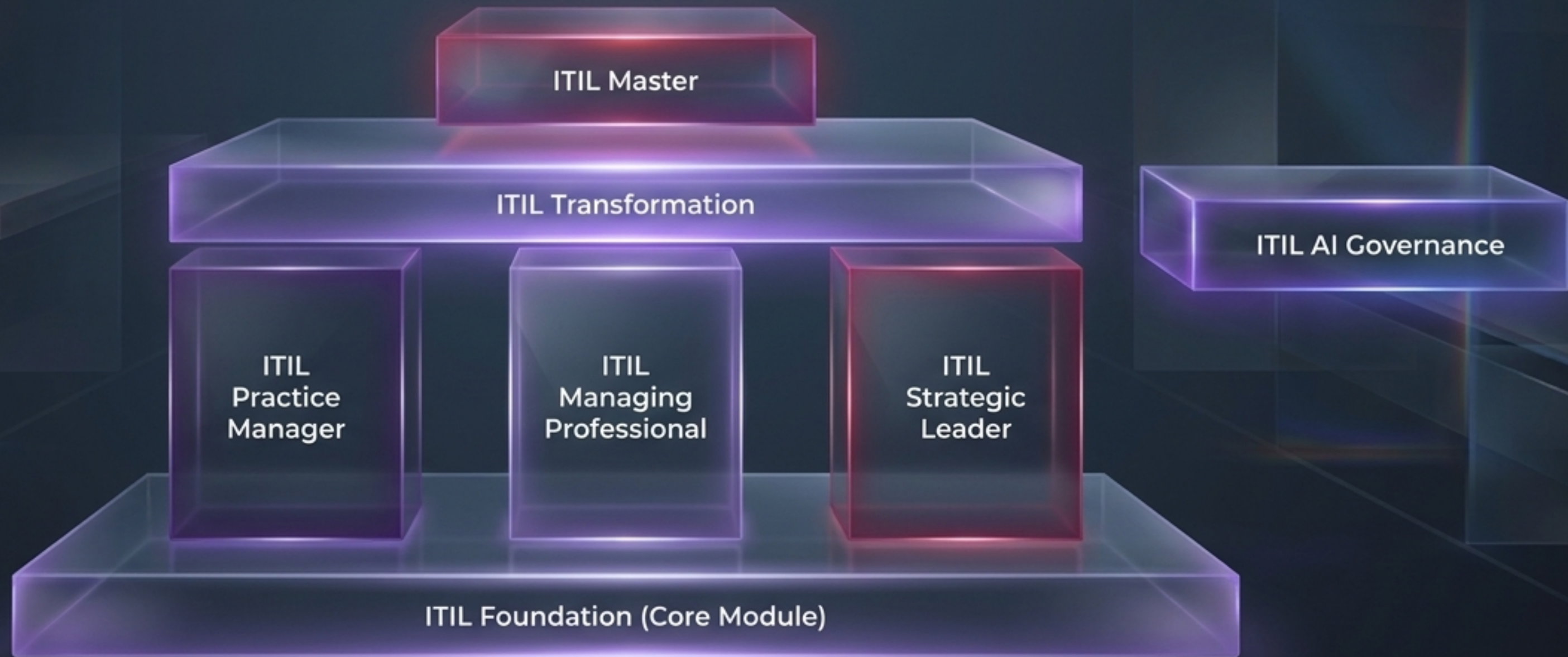
The Foundation.

Certifications build practical capabilities. Designations recognize the ability to adopt and adapt these practices in real-world contexts.

You cannot scale the heights of digital leadership without a globally recognized structural foundation.

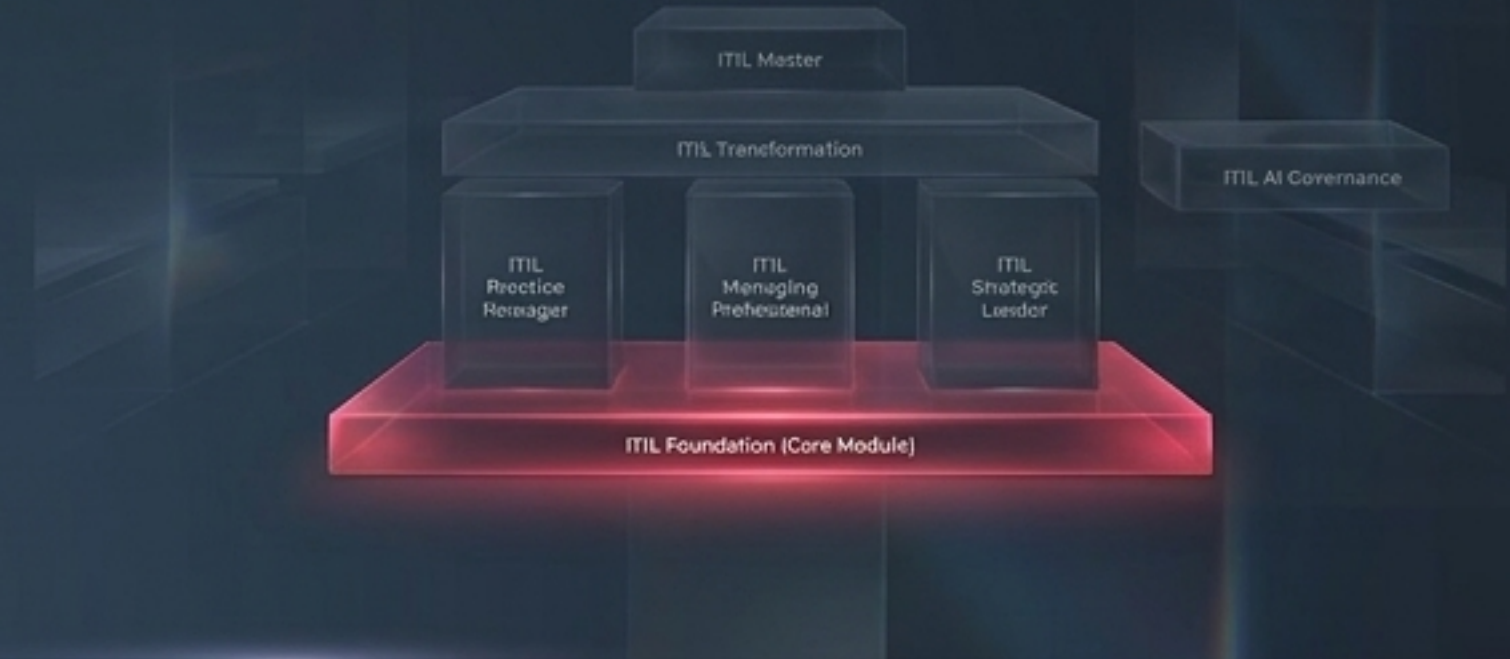
The ITIL Version 5 Qualification Architecture

A clear, ascending path designed to build consistent capabilities and future-proof your career.



Step 1: Establish the Bedrock (ITIL Foundation)

For all organizations and people aiming to create value with digital products and services.



AI-Native by Design

Learn to integrate digital and **AI capabilities** responsibly and effectively while **remaining human-centric**.

The Common Language

Master the vocabulary of modern service management to break down silos and improve alignment across teams.

The Value System

Understand how opportunity and demand are converted into value through governance and guiding principles.

The Gateway

Achievement of Foundation is the **mandatory prerequisite** for all advanced ITIL designations.

Step 2: Build Practical Capabilities & Strategic Vision

ITIL Managing Professional & Practice Manager



Focus:

Execution, operational excellence, and end-to-end value delivery.



Core Modules include:

ITIL Product, ITIL Service, ITIL Experience.



Career Fit:

Perfect for IT Delivery Managers, Product Managers, and Service Desk Leaders who turn strategy into outstanding, measurable results.

ITIL Strategic Leader



Focus:

Organizational alignment, digital transformation, and executive strategy.



Core Modules include:

ITIL Strategy.



Career Fit:

Designed for CIOs, Enterprise Architects, and leaders tasked with navigating the shift to Industry 5.0 and aligning tech with business goals.


Step 3: Achieve the Pinnacle of Digital Leadership

ITIL Master

- 🏆 The highest designation in the ITIL ecosystem.
- 📋 Requires completion of the ITIL Transformation core module.
- 👤 Recognizes professionals who have demonstrated the absolute ability to adopt, adapt, and lead complex digital transformations in real organizational contexts.

The AI Governance Extension

- 📄 A specialized module to close the 90% vs 18% market gap.
- 🔗 Embed AI governance into your value system.
- 👤 Ensure AI supports value co-creation, reinforces trust, and is used responsibly throughout the product lifecycle.






Start Your Journey with PRAGO

PRAGO





The landscape has changed, but your path forward is clear. PRAGO is your premium, authoritative partner for navigating the new ITIL Version 5 qualification scheme. We combine deep industry knowledge with real-world

insights to guide ambitious IT professionals, digital service practitioners, and corporate leaders toward achieving what they are truly capable of.

-  Official Training Materials & Resources
-  Expert Guidance from Foundation to Master
-  Empowering you to turn knowledge into practical action

Take the Next Step.

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Own the Future. Contact PRAGO today to architect your digital career blueprint.