

## Self-assessment by Brian Gillespie

SUBMITTED ON 23 SEP 2020



### I currently work as a/at:

Independent design consultant.  
Strategic partnership with PARK, a design management/leadership consultancy.  
[www.park.bz](http://www.park.bz)

### My LinkedIn profile:

<https://www.linkedin.com/in/briangillespie/>

### My social media channels:

<https://twitter.com/designbusiness>

### My educational background:

Bachelor of Civil Law, University College Dublin  
MBA Design Management, University of Westminster, London

### The following theories are the key components of my approach to service design:

My perspective on and approach to service design is best articulated in the context of my perspective and approach to design. This has been influenced significantly by the thinking I was exposed to through my MBA Design Management where the IBM mantra of "good design is good business" represented a strategic approach to design, where design was integrated into all aspects of the business to drive innovation and create value. This perspective began through my work in User Experience and matured as digital became an integral part of just about touchpoint between a company and its customers. We stopped thinking about designing products and instead a holistic customer experience that was more grounded in the development of services than in the creation of suites of products. These elements... a user-driven approach, a holistic perspective, a service mindset, the integration of multiple design practices, and a belief that design should be managed and led at all levels of an organization, underpin my approach to service design.

### These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

The "This is Design Thinking" and "This is Design Doing" books  
SDN's Touchpoint magazine... great resource after more than 10 years of great writing.  
Service Design: From Insight to Implementation  
Orchestrating Experiences: Collaborative Design for Complexity  
Service Design Show. Marc Fonteyn's video series is excellent.



Design Management Institute's Journal and Book series

**I have X years of working experience in service design:**

16

**I have particular experience in the following service sectors:**

Financial services, healthcare, automotive, and consumer goods.

**These are the service design projects I have successfully delivered:**

Philips Healthcare – 2019-20

Collaborated with design and business teams to launch the pilot for a complex service innovation initiative with multiple partners.

Collaboration was achieved through the medium of an extensive service blueprint. Established a service experience success measurement framework for monitoring, testing, improving and scaling the pilot to a broader audience.

JPMorgan Chase - 2018

Worked with the internal User Experience and Design research team, coaching and mentoring senior staff on how they might introduce and integrate service design into their design practice and daily work.

Glaxo Smith Klein – 2016-2017

Partnered with GSKs Viiv division on a series of 3-month innovation by design sprints to explore how Viiv might go “beyond the pill” to provide services that help HIV patients at various stages in the care continuum, particularly in the critical areas of linking to and retaining in care.

E-Trade – 2015-2016

Introduced a strategic design framework to the internal UX team that transformed a tactical approach to design with customer-centered processes, tool, and methods and was applied successfully to two major financial service experience innovation projects.

Audi - 2013

Continuum was asked to be Audi's design partner in developing a new business model in the urban mobility space entitled Audi On Demand. My role on this extensive project was in co-leading the back and front stage experience prototyping of the service from requesting, receiving, using and returning the “demanded” Audi.

American Express - 2012

Amex's ability to mine data and use it to create targeted experiences was only taking them so far. We collaborated to understand card members' needs, behaviors and attitudes toward customer service through different channels and created a toolkit to be used by multiple groups to design and deliver relevant services that create great customer experiences.

Adidas – 2008-2010

Lead the experience design of the first two versions of miCoach, adidas's virtual personal fitness and coaching service. Was transformative in terms of changing my and my team's perspective from product-centric to a more holistic service-oriented perspective with a strong brand association.

**I have provided service design training sessions and/or other educational experiences for X years:**

10

**My philosophy as a trainer is:**

When I look back on my own learning experiences I have always benefitted most with a good balance of theory and practice. My best teachers were always knowledgeable and well prepared but were also able to adapt on the fly to great learning opportunities that may have arisen in that specific learning context. They were also themselves continuous learners. This I think is the key mindset needed by design professional who engage in continuous education... because they know design is a dynamic profession, always evolving, and always challenging us to keep



pace with the changes in the societies we design for.

When preparing for teaching and coaching I typically refresh my current knowledge, recall my own pertinent positive and negative experiences, and research and immerse in the latest thinking. I especially bring to bear my thinking as a strategic design originating from my time studying for an MBA in Design Management. I constantly challenge my audience to think strategically about the integration of their design into their business/project/client/organization contexts. There is much in common between the service design mindset and the strategic design management mindset... holistic, customer-centered, co-creative with a perspective beyond just the front stage experience into how an organization delivers.

I also believe in actionable learning... how can what is being taught be put into a practical context... even while the teaching is occurring. I believe courses over time versus standalone workshops can be more effective in allowing the student to practice what is being learned, and preferably be able to share it and challenge it with those they may be learning with. I also hope that my own personal experience is extensive enough to also provide real-world examples that may have more resonance because they have been experienced directly.

### These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

PARK's Grow - an online and onsite design management education platform - 2018-2020

Participated in several on-site training programs, each with around 10 participants. Currently developing a course on Service Design Management, with a focus on product-oriented companies.

Barco- 2018 and 2020

Coaching internal product teams at global technology company on integrating the principles and practices of experience design in to their day-to-day work while broadening the support for design investment across the organization. Accomplished through multi-day team (6-15 attendees)workshops and one-on-one mentoring of senior design leadership.

JPMorgan Chase - 2018-19

Worked with the internal User Experience and Design research team, coaching and mentoring senior staff on how they might introduce and integrate service design into their design practice and daily work.

### I mostly provide my training offerings in the following language(s):

English

### I mostly provide my training offerings in the following countries/cities:

USA and EU

### I cover the following topics during my training offerings:

- History of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Prototyping of services
- Implementation of service design concepts
- Service design for cultural change
- Organisational development
- Service Design Management

### My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)



### These are my favourite cases I use to inform participants about the impact and value of service design:

I try as much as possible to reference my own work or the work of my colleagues. I like the Audi case study from my time at Continuum.

I like "servitization" case studies on the evolution of product-service systems at Xerox, Caterpillar, Philips Lighting, and Rolls Royce.

I naturally have an affinity for the SDN case study library. One of my goals is to continually encourage practitioners to contribute to this library.

### These are the service design methods and tools that I use during my sessions:

Double Diamond

Contextual research

Service safari / shadowing

Stakeholder interviewing

Storyboarding

Day-Month in the life

Personas

Journey Maps

Stakeholder Maps

Service blueprints

Ideation

Co-creation

Prototyping methods

Testing methods

Design - business strategy

Design process

Design organization

Canvasses!

Strategy Visualization

### After successfully attending my training sessions, participants will typically be able to:

I like to think that they will...

Have a more strategic perspective on the value, role, and application of (service) design in "business" contexts.

Think more holistically about their role within a larger team of designers and non-designers

Have food for thought on how they might advance their design profession careers and provoke a desire for continual learning

### I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

If possible I will provide an assignment and then review their experience in a follow-up session.

If appropriate I will provide a feedback form... in the interests of continuing to improve the experience

### I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

My relationships are typically ongoing relationships that involve lots of feedback along the way.

I am also always challenging myself and testing improvements even as I am teaching/coaching.

### I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Global Conference
- UX

### I actively support the local or national service design community through:



Since 2017, I have been a member of the SDN Leadership Team  
Along with 2 colleagues, I started the Boston SDN Chapter  
I volunteered as mentor to the SCAD service design program

### **I have participated as a speaker in the following events:**

Service Experience Conference, San Francisco - November 2015 - "All or nothing and everything in between!  
Diverse approaches to helping your organization mature its use of design while going about the work of design."  
<https://vimeo.com/145928302>  
Design Management Institute Conference - Berlin - April 2015 - Workshop - "Leadership for New and Emerging  
Design Managers"  
UX STRAT, Boulder - September 2014 - "How to Avoid Losing Design Strategy to Business Strategists"  
[https://uxstrat.com/conferences/usa/2014/#avoid\\_losing\\_design](https://uxstrat.com/conferences/usa/2014/#avoid_losing_design)  
Next Berlin - September 2013 - "Bank of the Future" (Continuum's service design vision for BBVA)  
Design Management Forum - Service Design - Cologne - November 2008 - "Fit by Design - How digital technologies are providing companies  
new opportunities to create innovative new services"

### **I have published the following books/articles on service design and related fields:**

"Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" 2010 Edited by Thomas Lockwood - Section 3: Influence -  
The Hidden Importance of Service Design - "Service Design via the Global Web  
Touchpoint Vol 6 No 3 2014" Agile Service Design Thinking and Doing"  
Touchpoint Vol 10 No 2 2018- Guest Editor - "Designing the Future"  
Touchpoint Vol 10 No 3 2019 "From Thinking and Doing to Service Design Leading" Co-author Frans Joziassse

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