Self-assessment by
Dennis Abuya

I currently work as a/at:

Strategy, digital transformation and change management consultant.

Premium Strategies Limited (www.premiumstrategies.co.ke).
Strategy by Design Limited (www.strategybydesign.co.ke).

My LinkedIn profile:

https://www.linkedin.com/in/dennis-abuya-17b04910/

My social media channels:

https://twitter.com/strat_by_design

My educational background:

BSc in Electrical Engineering (Univ. of Nairobi), 1988.
MSc in Computing Science (Univ. of Alberta), 1994.
MBA in Strategic Management (Univ. of Nairobi), 2008.
Design Thinking for Innovative Problem Solving (online course),Darden Business School, University of Virginia, 2015.
"This is Service Design Doing (TiSDD)" bootcamp, DesignThinkers Academy, Amsterdam, 2016.

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

Systems thinking
Collaborative design
Change management
Service-dominant logic
Servitization

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

(i) Stickdorn, M., Lawrence, A., Hormess, M., & Schneider, J. (2018). This is Service Design Doing: Applying Service Design Thinking in the Real World, A Practitioner's Handbook. O'Reilly. An all round book on the service design concepts and tools.
(ii) Risdon, C., & Quattlebaum, P. (2018). Orchestrating Experiences: Collaborative Design for Complexity. Rosenfeld. For mapping out business ecosystems and experience design.

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(iii) Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation. Wiley. This book and its sequels (Value Proposition Design; Testing Business Cases; The Invincible Company) for designing and innovating business models and understanding customer jobs-to-be-done, gains and pains.

(iv) Diderich, C. (2020). Design Thinking for Strategy: Innovating Towards Competitive Advantage. Springer. The application of service design concepts in the formulation of strategy.

(v) Lewrick, M., Link, P, & Leifer, L. (2018). The Design Thinking Playbook (and its sequel, The Design Thinking Toolbox, 2020). For digital transformation concepts and service design tools.

I have X years of working experience in service design:
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I have particular experience in the following service sectors:
ICT, healthcare, hospitality, financial, public sector, NGO (non-governmental organisations).

These are the service design projects I have successfully delivered:
I have mostly applied service design/design thinking concepts while facilitating and moderating the co-creation of strategic plans and change management programmes for my clients.

I have provided service design training sessions and/or other educational experiences for X years:
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My philosophy as a trainer is:
Make it fun, hands-on and use real-life examples that the participants can easily relate to.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:
My service design trainings have been in the context of training strategy development teams so that they can afterward apply the service design concepts in the strategy formulation. These include: (i) Facilitating and moderating the formulation of the Service and Growth 2021-2025 Strategy for Emergency Plus Medical Services (https://www.eplus.co.ke), with 20 participants in October 2019, over a 1-week period. The strategic plan yet to be published; (ii) Facilitating and moderating the 2019-2024 Strategic plan for Retirement Benefits Authority (https://www.rba.go.ke/strategic-plan/), with 25 participants in March 2019, over 3-week period; and developing service blueprints for Moi University Pension Scheme in October 2019, with 7 participants over a one-week period.

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

I mostly provide my training offerings in the following countries/cities:
Nairobi (Kenya) and across the English-speaking countries in Africa.

I cover the following topics during my training offerings:
- History of service design
- Definition 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
- Creativity and ideation processes

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- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Exploration of systems
- Service design for cultural change
- Organisational development
- Service Design for Servitization

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) Designing from Within: Embedding Service Design into the UK's Health System. Touchpoint, vol 1(2). Demonstrating the applicability of service design within the healthcare sector.

(ii) Innovating in Health Care - an environment adverse to change. Touchpoint vol. 3(2). Demonstrating the application of service design in healthcare.

(iii) Where 'outside-in' meets 'inside-out': Designing superior services by designing in behavioural change. Touchpoint vol. 2(1). Demonstrating the power of service design in behavioural change.

(iv) Service Design as Business Change Agent. Touchpoint vol. 2(3). Demonstrating the value of service design for business innovation.

(v) Empowering Service Designers to Become Agents of Change: Leveraging coaching for sustainable service impact. Touchpoint vol. 11 (3). Demonstrating the power of service design in change management.

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

Research: Problem statement and Design Brief; Interview for Empathy; Contextual Interviews; 5 Why questions; Co-Creative Workshops; Business Model Canvas; Customer Jobs-To-Be-Done; Stakeholder map; Ecosystem Map; VRIO (valuable, rare, inimitable, organised) analysis; Empathy map; customer life cycle; personas; Customer Journey map; key insights; AEIOU (activities, environment, interaction, objects, user); Research Walls; HMW (how might we) question; storytelling; Context Mapping.
Ideation: Brainstorming; Brainwriting; Dot Voting; Octopus Clustering; NABC (need, approach, benefit, competition).
Prototyping: Service Blueprint; Desktop Walkthrough; Cardboard Prototyping; MVP (minimal viable product), Business Model Canvas.
Testing: Feedback Capture Grid; A/B Testing.

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

(i) Formulate strategic plans that address their stakeholder needs and actually get implemented.
(ii) Develop services that improve their customer experiences.

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:

Pitching Back
Lessons learned

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

Using examples that relate to the trainees'/customers' industry.

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:

- Touchpoint

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

I am in the process of collaborating with a few Kenyan members of the Service Design Network to start a local chapter.

I have participated as a speaker in the following events:

None.

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

None.

Contact details:

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