Self-assessment by
Lindsay Keith

A summary about me:

I create and lead successful teams that design and deliver valuable digital solutions with excellent results.

I currently work as a/at:

Principal Service Designer at Setting Strategy Limited (Freelancer/Consultant) to OneWeb.net where I am leading the Service Design teams co-ordinating with Wipro SDs and aligning thinking to deliver new satellite service.

My LinkedIn profile:

https://www.linkedin.com/in/lindsaykeith/

My educational background:

Having learned about HFC in on a course in Software Engineering in 1989 I went on to study Linguistics and Anthropology at University of Edinburgh where I graduated with a MA. After that I became an internet coder and created some fantastic sites for firms throughout the 2000's. I joined a start up and created the first service design project of a cloud based system for creating software used in Safety Critical Systems (Flight controllers, missile management). I then took up an MBA where I studied to be a coach and a mentor along with understanding the strategic principles of CX and Service Design using Design Thinking techniques. Since 2008 I have been involved in creating new digital and physical interfaces for companies such as Sky, o2, Vodafone, Barclays, Legal and General, UK Govt, Discovery Bank ZA, National Lottery UK. I have designed and run many Service Design awareness and 1 day - 6 week SD educational courses for EY and it's clients. Since leaving Ey-Seren I set up the office of national Statistics "Service Design and Innovation" department delivering two key services UK Covid Infection Survey and UK Schools Infection Survey. I am now consulting to OneWeb.

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

Design Thinking, Vargo and Lusch, De Stijl, Competitive Marketing Strategies, TALC, Service innovation and digital transformation and change management. Behavioural sciences, psychology and social anthropology. Bonini's paradox of modelling.

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

History of Service Design, This is Service Design Thinking/Doing, Strategizer series including Operating Models and The Business Transformation Playbook.

I have X years of working experience in service design:

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My working experience in service design includes involvement in:
- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

Finance, Govt, Media and Telecoms with specialist areas in working through the design into Delivery via agile teams of software development firms and teams.

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

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These are the service design projects I have successfully delivered:

New Digital Bank Value Proposition and Overall target audience - Discovery Bank, Johnnesburg, ZA, 8 weeks of solid research both Quant and Qual using Diary Studies, 1-2-1 interviews, Ethnographic research, walk-throu's, created 8 design personas and a value proposition for a new bank. Successfully launched in 2018.https://www.discovery.co.za/bank/join-discovery-bank

Sky - 4 years I lead a team of SD's and UX designers to create a new retail and call centre interface to manage the sales of new customers to UK's biggest satellite TV provider. Through use of SD methods and techniques we designed and launched a new service that led to higher conversation rates at lower cost and with happier customers and employees. Working with Change Managers we designed the launch to be successful. Creating value in every step. Archimedes. https://archimedesretail.sky.com/

EY-Paragon - a 6 week SD rpoject to understand and define a new client portal for this Big 5 consultancy to work with it's clients. The issue and pain that it is experiencing is the lost time and effort associated with working collaboratively with clients.

Delivered new services for BNP Paribas, DCMS, UK Govt Cabinet Office, CITB (Using Service Design thinking and methods in Operating Model context), Office of National Statistics (creating new department), OneWeb.

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:

Basically I am a facilitator of learning: using hands-on and theory at the stages learners want to use. I use case studies and I act as a stakeholder providing relevant information to success during mock interviews. Iguide and mentor new Service Designers to think about Technological limits, Business Vaue and what Users want through employing research methods.

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

EY Customer Consultants - EY-Seren "What is service design?" 1 day course run 3 times with 20-25 consultants in EY to raise awareness of Service Design.

Discovery Bank - I trained 8 staff to deliver South Africa's Digital first bank. Two of who have since set up their own Service Design businesses.

I ran a workshop day for Kingston Borough Council with over 50 staff to employ design thinking approaches to solve their austerity crisis in finance.

I ran Knowledge transfer session for Big Lottery Fund - to solve their Awards for All issues of not knowing there fraud was happening.

I have been a mentor to many.

I set up the Office for National Statistics Service Design and Innovation department - recruiting and setting new ways of working and delivering two key surveys as Services for UK Govt during Covid Lockdown.

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

English

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

UK, South Africa and USA.

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- 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)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development
- Change management
- Target Operating Models

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

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

Office of National Statistics under covid.

https://www.ons.gov.uk/surveys/informationforhouseholdsandindividuals/householdandindividualsurveys/covid19infectionsurvey

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

Metaphors and language. - Modelling and communication.

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

Be a service designer!

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:

N/A - they either get it or don't! It is a way of being not doing.

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

Not active - been too busy being a freelancer! :-)

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I have participated as a speaker in the following events:

UX Cambridge 2014
UCD 2014

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

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