

ACCREDITED TRAINER

Self-assessment by Fabien Fédy

SUBMITTED ON 31 DEC 2017



My educational background is:

MBA in entrepreneurship with major in Business Design (graduation) 2015, certification in UX design (Careerfoundry 2016), Advanced Summer course in Service Design (2016, UdK Berlin), Google Sprint bootcamp (AJ Smart, 2016), Visualisation technics for customer experience (Mauro Rego, D-school), UX strat (2016), certified UI designer (XDi Berlin), From idea to action & story telling for influence (IDEOU, 2017)

I currently work at/as a:

Service Designer at Nordea

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I have X years of experience applying service design in projects in order to improve or innovate service offerings for my clients:

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I have particular experience in the following service sectors:

financial industry, Fintech, real estate, SaaS, Mobility, Publishing

I regularly participate in service design-related activities in order to stay up to date, share my experiences with peers and get their supervision. Within the last 12 months, I have participated in the following activities:

- SDN Global Conference

I have participated as a speaker in the following events:

no speaker event

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

Double Diamond of Design Thinking, Minimum Valuable Service instead of Minimum Viable Product, value proposition design (from Osterwalder) and strongly influenced by lean start-up elements

My philosophy as a trainer/coach is:

I believe that the training as such is a little part of the learning journey. Therefore, during my training, participants get the chance to get an hands-on experience on the tools and theory part I introduce. For each exercise, we have 1. Input 2. Practise 3.Reflect. Lately I have been designing a new training course in SD to my colleagues at Nordea. I suggested that each participant would apply the Service Design toolkit to their own challenge, between training sessions, participants get to try immersive research technics such as interview or observation. The



training sessions are followed by an individual coaching in order to embed this way of working within the organisation and support the learning process after the training session. I also include pre-task, meet-ups in order to pre-engage the participants. Last but not least, I use some warm-ups in order to keep a good level of energy.

I have provided service design training sessions for X years:

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Here is a list of all service design training sessions and/or other educational experiences I've facilitated within the last year:

Summer of Innovation program 2017, training & coaching of 10 students in Finland & Sweden during a 6 weeks period on Service Design running 7 design sprints in a row solving multiple challenges

Leading multi-disciplinary teams (5 to 6) on specific challenges using Service Design as a main toolkit

Designing the basic course in Service Design to 150 colleagues, which will take place in January & February 2018

Multiple workshop facilitation on customer experience, value proposition design

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

Finnish, German, English, Finnish

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

Helsinki, Berlin

I cover the following topics during my training sessions:

- Facilitation skills for service design
- Business model development
- Creativity and ideation processes
- Prototyping of services
- Implementation of service design concepts
- Visualisation techniques
- Design and conduct of co-creation workshops
- Building in-house service design capabilities

My training participants typically have the following level of experience:

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

These are the most relevant resources I base my work on and I recommend to participants:

This is Service Design Thinking, Designing for Growth, Service startup, Service Design for business, Value Proposition Design

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

service Blueprint, user journey mapping, persona creation, value proposition design, lean business model canvas, prototyping, testing, sometimes the google sprint methodology or Lean Service creation by Futurice

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

Since I have become a SDN member, I try to keep myself updated on the latest case studies

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



mainly coaching as I do not teach within an academic setting

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

Understand how to apply the basics of service design to their own challenges, create persona and map user journey, create a service blueprint

I always ask for feedback on my offerings and I systematically evaluate and improve. Examples of some feedback that led to improvements:

I received as feedback that I should provide different kinds of exercises, not only high energetic ones as some participants needed some quiet time to reflect and digest the information. As a consequences, I have added some more quiet activities after highly energetic exercises.

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