

ACCREDITED TRAINER

Self-assessment by **Olga Strelnyk**

SUBMITTED ON 03 MAR 2020



My educational background is:

Let me introduce myself. My name is Olga Strelnyk, I am from Odessa, Ukraine. My first meeting with service design was in my professional life in 2015. I have been Head of distribution department and had the goal to increase ROE and others KPI. I did my first service design project with consultant from INEX Partners. I received huge results with service design, so my beginning in the field was from the real experience, not from the theory. After that I decided to change my professional life and started with my colleagues from INEX Partners as like a partner in 2018. I get theory of service design from Amsterdam service design doing thought Valentina Uralova. She is a member of SDN and SDN chapter in Russian. In the beginnings I was a co-trainer in all events in Ukraine. Now I am a trainer in Service Design Academy and an author of all materials for students - Service Designer, Project manager of service design and Trainer of Service Design. My huge business background and skills of manager help me to be successful trainer. I did 6 courses in Service Design Academy last year, which visited more than 300 people. I am corporative trainer of service design for the biggest e-retailer in Ukraine. I support as an expert and a trainer famous companies in Ukraine - PUMB, ALFA BANK, ELDORADO, PHILIP MORRIS, ROZETKA and others. I wrote and created corporative study book (service design for using all employee) for one of our client. We started our trainings in Belorussia, we did 2 service design sprints in Minsk with my partners.

I currently work at/as a:

Partner in INEX Partners
<https://ua.inex.partners>
<https://inex.partners>

My LinkedIn profile:

<https://www.linkedin.com/in/olga-strelnyk-163398b1/>

My social media channels:

<https://www.facebook.com/olga.strelnyk?ref=bookmarks>

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:

banks, e-retailers, retail chains of home appliances, food retail chains, distributors and construction developer

I have successfully delivered the following service design projects for my clients:



Alfa bank - 3 days service design sprint. Goal: redesign credit card as an important product of bank. 30 participations. Research, analysis and synthesis of all information from fields, CJM as is, Persons, ideation, prototyping, CJM to be. IMPACT - Increasing sales of credit card on 7% in 3 month.

PUMD - first ukraine International bank. 3 month service design project. Goal: internal training manual of service design. 2 work shops, 50 participations total, 2 testing of prototype and testing of design. IMPACT - every employee who take part in inertial training can support by yourself service design project with manual.

ELDORADO - huge chain of home appliances. 3 days service design sprint. Goal: redesign of format chain. Research, analysis and synthesis of all information from fields, CJM as is, Persons, ideation, prototyping, testing. IMPACT - design requirements to format, customer experience, personal and other for new format.

A100 development - construction developer in Minsk, Belorussia. Goal - CJM of people who buy the housing. CJM of sales people. Research new direction if development. Research, analysis and synthesis of all information from fields, CJM as is, Persons, ideation, prototyping, testing. IMPACT - 3 project, 3 team for improvement and introduction of CJM and EJM.

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:

- Copenhagen

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

Meetups with all students of Service Design Academy. Groups in Telegram, forum of Loyalty and forum of marketing directors and others.

I have participated as a speaker in the following events:

1. 21/02/20 Service Design Academy, project manager of service design, 3 days training
<https://www.facebook.com/CustomerExperienceShow/posts/956403478090907>
2. 20/02/20 Retail sreda, community of retailers, customer experience in retail
<https://www.facebook.com/groups/232419087238942/permalink/822923951521783/>
3. 19/11/19 Service Design Academy, service designer, 3 days training
https://www.facebook.com/pg/CustomerExperienceShow/photos/?tab=album&album_id=879800269084562
4. 22/10/19 Customer Experience Show . Work shop - Non physical prototyping
<https://www.facebook.com/CustomerExperienceShow/posts/844387792625810>
5. 26/09/19 Projector Service design intro
<https://prjctr.com.ua/odessa/events/service-design.html>

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

I have 3 training manuals in this case. I can send directly two. I plan to start this activity after SDN certification.

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

Service design is system of improvement of customer experience and method of creating services and products oriented on human. We learn UX, CX and human experience for this task. Service design makes the clients experience visible for business and mission of business visible for clients and employee. The main stages of service design:

- 1/ To see business goal using "clients eyes" (empathy, system maps, client profiles)
- 2/ Researching (all methods, data, respondents, researchers and principle of data triangulation)
- 3/ Analysis and synthesis data (CJM, Persons, insights, jobs to be done)
- 4/ Ideation (all methods of creating ideas)
- 5/ Prototyping (all types of prototypes)
- 6/ Testing
- 7/ Pilot product/service and etc



My philosophy as a trainer/coach is:

My true passion is to constantly upgrade my coach's own experience and add what I have known just now to my trainings. Regular updating of long-studied helps knowledge always remain relevant. Learn from day to day.

I love to share. It inspires me. I have huge business experience which helps me understand current challenge of students. I feel this stream of energy that makes me who I want to be!

Sometimes I like to stop and contemplate what has been done, lived through. It is very important to immerse yourself in your own feelings. Everything that I do is aimed at the development and well-being of my family, my partners, students and clients. And I do it with all the passion, completely surrendering to this process!

My favorite condition is the process of finding a solution. This is adrenaline, this is what makes my life full.

I have provided service design training sessions for X years:

-20

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

January 2019 SERVICES DESIGNER, 30 participants, Philip Morris International
February 2019 Service Design Academy, SERVICES DESIGNER, 40 participants <https://ideasfirst.info>
April 2019 Service Design Academy, PROJECT MANAGER OF SD, 40 participants <https://ideasfirst.info>
March 2019 SERVICES DESIGNER, 25 participants <https://avto.pro>
May 2019 SERVICES DESIGNER 30 participants <https://alfabank.ua>
June 2019 Service Design Academy, TRAINER OF SD, 25 participants <https://ideasfirst.info>
July 2019 SERVICES DESIGNER 30 participants <https://eldorado.ua>
September 2019 type of task of SD MIND MAPPING 30 participants <https://www.pumb.ua>
September 2019 Service Design Academy, SERVICES DESIGNER, 46 participants <https://ideasfirst.info>
October 2019 PROJECT MANAGER OF SD, 25 participants avto.pro
November 2019 Service Design Academy, SERVICES DESIGNER, 60 participants <https://ideasfirst.info>
December 2019 SERVICES DESIGNER, 30 participants <https://www.a-100.by>
February 2020 Intro in SD, 20 participants, <https://www.atbmarket.com>
February 2020 Intro in SD, 20 participants, <https://www.foxtrot.com.ua>
February 2020 Service Design Academy, PROJECT MANAGER OF SD, 40 participants <https://ideasfirst.info>
February 2020 SERVICES DESIGNER, 30 participants <https://5element.by>

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

Ukrainian, Russian, English (we have request for training in Prague, Czech)

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

Kiev, Odessa, Dnepr, Minsk/ I am ready for all the world)

I cover the following topics during my training sessions:

- Leadership/management of service design projects
- Facilitation skills for service design
- Measuring impact of service design, relating it to KPIs
- Business model development
- Organisational development
- Service design for cultural change
- Creativity and ideation processes
- Change management



- Prototyping of services
- Implementation of service design concepts
- Visualisation techniques
- Design and conduct of co-creation workshops
- History of service design
- SD logic
- Differentiation between service design, service marketing, design thinking, service branding
- Building in-house service design capabilities
- User research/deep customer insights
- customer

My training participants typically have the following level of experience:

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

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

BOOKS

1. Value Proposition Design: How to Create Products and Services Customers Want | Alexander Osterwalder, Yves Pigneur, Gregory Bernarda
2. Service Design for Business: A Practical Guide to Optimizing the Customer Experience | Ben Reason, Lavrans Lovlie, Melvin Brand Flu
3. Change by Design | Tim Brown
4. Design Thinking: Integrating Innovation, Customer Experience, and Brand Value | Thomas Lockwood
5. Rise of the DEO: Leadership by Design | Maria Giudice, Christopher Ireland
6. Designing Your Life: How to Build a Well-Lived, Joyful Life | Bill Burnett, Dave Evans
7. 100 Things Every Designer Needs to Know About People | Susan Weinschenk
8. Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design | William Lidwell, Kritina Holden
9. Liminal Thinking: Create the Change You Want by Changing the Way You Think | Dave Gray

MEDIUM

TELEGRAM CHANNELS

MY GENIUS PARTNERS- VALENTINA URALOVA AND IRINA BARANOVA

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

W - diamod, system map, empathy, Research wall, CJM as is and to be, compass of Persons, metaprograms, Persons, formula of insights, world cafe, idea-log, method of Walt Disney, method of sketches, prototyping, lego. forum theater, empty room, mood boards, Blueprint as is and to be, business model Osterwalder, many activities and games, model of service and etc.

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

- 1/ <https://www.facebook.com/vuralova/posts/2443212272429080>
- 2/ <https://www.service-design-network.org/community-knowledge/crack-the-code-how-one-school-demystified-programming>
- 3/ <https://www.service-design-network.org/headlines/innovationsguiden-project-x>
- 4/ <https://www.facebook.com/CustomerExperienceShow/posts/857332937997962>
- 5/ <https://www.facebook.com/CustomerExperienceShow/posts/857288108002445>

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

We are working with real business tasks and one time it was Government task from Ministry of culture of Ukraine. The results are real prototype or CJM or Blueprint.



We use special writing form for feedbacks.

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

- to see tasks of clients - jobs to be done, all types of clients needs
- all kind of methods of research
- create Persons and can find metaprogram in data from researches
- create CJM and system map - map of clients ecosystem
- create Blueprint
- to change current beliefs on new one about human
- to feel empathy
- to understand w- diamond and etc

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

- to add more time for training!

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