

ACCREDITED MASTER TRAINER

## Self-assessment by Barbara Weber-Kainz

SUBMITTED ON 10 OCT 2017



### My educational background is:

Master of Business Administration

Vienna University of Economics and Business

Different Classes for Business Coach, Business Trainer, Service Design, Communication etc.

### 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:

transportation, tourism, healthcare, higher education, energy, public sector, telecommunication

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

some pictures and cases from our work: [www.cplus.at](http://www.cplus.at)

Austrian Federal Railway Company (ÖBB)

We developed a program for more than 200 employees in order to increase their ability to facilitate service design processes within the entire organization. This has resulted in a more open and innovative corporate culture in this 40.000-employee company, and an in-house open innovation lab, enabling all divisions to cooperate on strategic projects.

Vienna Municipal Works (Wiener Stadtwerke)

We created an Innovative Excellence Program for executives to increase their innovative mind set and skills in order to develop agile processes within their own departments and companies. They work on future projects (e.g.: smart city concepts, agile strategy, future workplace etc.) and build up an agile structure to work on common projects throughout the organization.

Premiquamed

The company runs several private hospitals throughout Austria and the board wanted their own service design department to create new "wow-effect" services for their patients, so we ran a co-creative workshop together with employees, executives, patients and experts, which produced over 40 ideas. After board approval, they prototyped and tested the best ideas, many of which are already being implemented.

### 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



- SDN National Conference

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

SDN Global Conference 2015 New York  
SDN National Conference 2014 Vienna  
Chamber of Commerce, 2013  
Ministry of Finance, 2017  
Federal Austrian Railway, Executive Presentation on Service Design Development, 2016

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

- Business as Unusual.... (to be published Dec 2017)  
a book with cases and interviews with some of our clients and business partners
- Touch Point Article ([http://wp.cplus.at/wp-content/uploads/2015/05/tp-special-C-\\_FINAL.pdf](http://wp.cplus.at/wp-content/uploads/2015/05/tp-special-C-_FINAL.pdf))
- Forbes (<http://wp.cplus.at/wp-content/uploads/2016/03/Forbes-1.pdf>)

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

- Systems Theory of Organizational Development
- Communication Theory
- Coaching as a basic skill for Facilitators and Trainers
- Agile Structure Theory (e.g. Laloux)
- Service Design Development (based on B. Mager, hurray!)

### My philosophy as a trainer/coach is:

Our philosophy is to combine the method of service design with the approach of organizational development. We do not act just as consultants from the outside in; we enable people within the company to build and live their own structures from the inside out.

The heart of the intervention is a training course which seamlessly integrates this new approach to existing and strategic projects. Our training courses are a platform for current practical experiences and future applications.

This is how we inspire sustainable cultural change, support the transformation processes, and train new necessary leadership and cooperation skills.

It also allows our clients themselves to layer new kinds of processing for their projects within and alongside the existing organizational structure and framework.

### I have provided service design training sessions for X years:

8

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

- service design training courses
- workshops and jam sessions
- train the service designer course (to become a sd facilitator or sd trainer)
- huge jam sessions (100+ people)

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

German and English

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

Germany, Austria, Switzerland



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

- Leadership/management of service design projects
- Facilitation skills for service design
- Business model development
- Working with complex service systems
- Organisational development
- Service design for cultural change
- Creativity and ideation processes
- Change management
- Prototyping of services
- Implementation of service design concepts
- Design and conduct of co-creation workshops
- Relationship of service design to agile, scrum and lean
- Building in-house service design capabilities

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

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

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

Service Design by Birgit Mager, Service Design Thinking by Marc Stickdorn, Digital Innovation Playbook by Dark Horse Innovation, Touchpoints, Change by Design by Brown etc.

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

Coustomer Journey, Personas, Observaton, contextual Interviews, Workshops, Feld Research,Empatcal Journeys, Stakeholder Maps, Key Insights, Co Creation, Storyboarding, Vizualization, Prototyts, Mockups, Evaluation, Tests....

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

<https://blog.oebb.at/service-design-thinking-auf-schienen/>

<https://www.cplus-vienna.com/>

and other examples of our work with our clients

<https://www.cplus-vienna.com/referenzen/>

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

On-site observation on defined criteria

They have to facilitate a practical workshop and document it in written and visualized form

We have a three level test: 1.) Participating in a service design course 2.) Observing a course, analysing it and creating a design for it 3.) Being part of the trainer team (2nd position), making inputs, introducing tasks and exercises 4.) 3-hour supervision of their experiences/written documentation of content proficiency and a protocol for their own application of service design /literature and cases

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

- understand the service design process
- apply service design principles to their company
- use different tools within the exploration and creation (working along the double diamond - design council UK)
- facilitate short jam sessions
- know about case studies where service design was applied



- have a rough overview about state-of-the-art of current research on service design

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

We always provide feedback forms or invite verbal feedback after our processes - and this has always been positive and led to new assignments ; - )

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