SDN ACCREDITED MASTER

Self-assessment by
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My educational background:

Master of Business Administration
Vienna University of Economics and Business
Different Classes for Business Coach, Business Trainer, Service Design , Communication etc.

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. Lalaux)
- Service Design Development (based on B. Mager, hurray!)

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

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.

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

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

These are the service design projects I have successfully delivered:

some pictures and cases from our work: 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 Exellence 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 have provided service design training sessions and/or other educational experiences for X years:

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My philosophy as a trainer 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.

These are the 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 training offerings in the following language(s):

German and English

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

Germany, Austria, Swizerland

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
- Service dominant logic
- 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
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Exploration of systems
- Service design for cultural change

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:

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/

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

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

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 apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and 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

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

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

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:

- 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)
- Forbes (http://wp.cplus.at/wp-content/uploads/2016/03/Forbes-1.pdf)

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