Self-assessment by
Felix Scharf

SUBMITTED ON 21 MAY 2025

A summary about me:

Business Innovation based on Service Design Principles, financial Modeling, technical Development & operational Experience. With an expertise in Future Research and Corporate Foresight / Strategy & Brand Management / Venturing, having worked for multinational Companies and Small-Medium-Enterprises.

I currently work as a/at:

Business Innovation & Transformation Manager at the Volkswagen Group (Global IT)

My LinkedIn profile:

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

My social media channels:

n.a.

My educational background:

Degreed in Business (Corporate Real Estate School Bochum & IHK Hannover), Magister in Sociology, Psychology & Media Science from TU/HBK Braunschweig, Germany.

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

Service Dominant Logic, Game & System Theory, Ten Types of Innovation, Learning by doing ;)

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

All Standard Service Design Publications & active Expert Exchange

I have X years of working experience in service design:

16

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy

SDN∞
SERVICE DESIGN NETWORK

- Service design training

I have particular experience in the following service sectors:

Automotive, Mobility, Urban Design, Finance, IT, Beauty and Care Industry, Manufacturing, Lifestyle Brands, Real Estate, Organizational Change Management, Professional Equipment manufactures, etc.

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

50

These are the service design projects I have successfully delivered:

Developing & Introducing electric Vehicles incl. Service Concepts into market(s), Developing & introducing Mobility Sharing Services into Markts, Developing & Introducing Customer Loyalty Programms into Market(s), Developing & Conducting Service Design (& DT) Training Programms into organizations, Managing a Corporate Startup Programm leading Startup through Service Design Processes, etc. The Outcome was: new business model implementation & corporate ecosystem expansion & Organizational improvements.

I have provided service design training sessions and/or other educational experiences for X years:

15

My philosophy as a trainer is:

Dive into it and learning by doing. Ideally work on real tangible actual cases; think big, start small and then grow step by step.

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

The majority were Volkswagen Group internal projects & trainings in different Brands, Domains & Regions/Markets. All Projects & Trainings were internal for corporate clients. Often conducting Trainings in the form of Projects; teaching Participants SD step by step throughout the project phases.

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, Euro 5, China,

I cover the following topics during my training offerings:

- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- 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

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:

It is not just about the case but about the Journey of successful & failed Transformations in Legacy organizations vs. new organizations: KNAB (Dutch Banking Innovation), Best-Practise-Car-Sharing (non public), Corporate Examples (Apple, Amazon, Nokia, Phillips, Microsoft, Hilti), The Opposite House Hotel, Beijing, China, WeChat Ecosystem, China.

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

All Standard Tools and Methods according Scope and Project, main tool = Customer Journey Mapping/Service Blue Print, yet my favorite tools are my own evolutions of pre-existing tools/approaches like the "Ten types of Innovation". I have developed a standard Service Design Process that can be applied to all projects (if needed)

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

After a training all participants should be able to manage a (basic) Service Design Project start to finish, at least based on the provided templates.

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:

Adoption Rate: my key indicator is: "Do the participants practice Service Design" in their (next/following) project(s), and if no "why?" and if yes "how?" ...

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

The core logic remains stabile. The approach, order and setup varies based on needs & learnings. Lessons learnt & experiences impact the next program/project; and ideally evolve into best-practice and relevance.

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 Masterclass
- SDN Chapter Activity

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

Being a supporting SDN Member for years and participle & exchange at chapter meetings (Berlin, Germany) and International Gatherings (e.g. SDGC)

I have participated as a speaker in the following events:

Beijing Design Week 2013 & 2014: Service Design & Sustainable Innovation

SDN KISD. 20 Year Anniversary (How to implement SD in Multinational Companies) & (Service Design & Service Operations (DevOps))

SDN∞

SERVICE DESIGN NETWORK

Multiple Corporate Events (Volkswagen Group, Cross-Industry-Events) "Impact of Service Design" & "How to prepare for change")

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

VW Group Internal Publications: Service Design Guidebook (2014) Business Model Framework Guidebook & Workbook (2014), Business Innovation Compass (2015)

Contact details:

Felix Scharf
Brückenstr. 6, 10179 Berlin
felix@neoxphere.com