

SDN ACCREDITED MASTER

Self-assessment by Joan Ball, PhD

SUBMITTED ON 30 NOV 2020



I currently work as a/at:

Founder, WOMB Service Design Lab
Associate Professor, Tobin College of Business, St. John's University

My LinkedIn profile:

<https://www.linkedin.com/in/joanpball/>

My social media channels:

Twitter @joanpball

My educational background:

PhD International Business Management
MS Organizational Leadership
BS Economics
Stanford University Design Thinking Certificate
Accredited LEGO Serious Play Facilitator

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

Transformative Service Theory
Psychological Capital Theory
Hope Theory
Delight Theory

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

This is Service Design Doing (Stickdorn et. al.)
Service Design: From Insight to Implementation (Polaine)
An Introduction to Service Design: Designing the Invisible (Penin)
Service Design for Experience-Centric Services (Zomerdiijk and Voss)

I have X years of working experience in service design:



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I have particular experience in the following service sectors:

leadership development, change and transition, crisis management, social innovation, education and training

These are the service design projects I have successfully delivered:

Recent engagements:

Building Bridges to Interdisciplinary Understanding (2020-present)

Working with the VP of Design, co-created a series of half-day workshop designed to create space for design leadership team to explore and reimagine the intersection of service design and other disciplines within a large, multi-national financial services firm. More than 30 design leaders participated in half-day workshops using LEGO Serious Play as a method for sensemaking and gaining insights from metaphors at the intersection of service design and other parts of the service ecosystem.

Designing a Career in the Marketing Academy (2015-present)

Developed an annual multi-day retreat and a variety of support services designed to introduce early career academics to service design principles, tools and tactics to envision a service-oriented career trajectory. Over five years more than 120 PhD students and pre-tenure faculty have participated in the annual retreat and post-event community activities. Expansion into a not-for-profit organization co-created with alumna is underway.

Building Resilience in Times of Uncertainty and Change (2019)

Working with the Chief Information Officer of a large international media firm, designed a half-day engagement for an Annual Leadership Retreat attended by 45 IT leaders from across the globe. Engagement was designed to introduce them to service design concepts and focus on the critical role that resilience-building plays in designing sustainable service-ecosystems.

Further examples available upon request

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:

My hope as a service design educator, trainer and coach is to help people to see the value that service design can bring to organizations, teams, individuals and communities. With that in mind, I focus my service design research, training and practice on building bridges between service design practitioners and non-designers to inspire more fruitful collaboration. This involves designing custom engagements that equip leaders and their teams to be self-aware, practice empathy, build trust and understand how service design tools and tactics can open new paths to innovation, problem solving, value creation and the development of transformative services.

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

For the past year most of my sessions have been focused on helping companies to navigate the impact of COVID-19 on their operations. These interventions are customized to the needs of organizations and, for the most part, are protected by NDAs. Broadly, engagements range from half-day workshops to multi-day retreats to weeks or months long consulting sessions. Numbers of participants range from 100+ to 1-on-1s. References and further details available upon request.

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

English

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

US, Canada, Europe, Online



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
- 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
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Working with complex service systems
- Organisational development
- Service Design in Times of Uncertainty and Change

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

I fold relevant cases from key service design resources into training and teaching sessions (eg This is Service Design Doing, Service Design: From Insight to Implementation, Service Design Network)

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

- 1) Mapping tools (metaphor mapping, stakeholder mapping, influence mapping, journey mapping)
- 2) Design research (interviewing, observation)
- 3) Sensemaking tools (hope compass, cynefin framework)
- 4) Prototyping and Experimentation (experiment canvas, bodystorming, desktop walkthrough)
- 5) LEGO Serious Play

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

Approach uncertainty and change with a new mindset, a new toolbox and a new understanding of ways that service design can be used to approach opportunities and challenges in new ways.

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:

Portfolio, personal reflection

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

Each engagement includes a post-event evaluation and discussion of what worked and what didn't. These conversations lead to the development of new tools, materials and approaches.

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 NYC Speaker Series and Events, SDN Academic Task Force

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

Guest speaker and workshop facilitator for NYC Service Design Network chapter
Mentor to the mentors for the NYC Service Design Jam
Coach and mentor to early to mid-career service designers

I have participated as a speaker in the following events:

Navigate Flux Workshop for the SDN NYC Chapter

<https://medium.com/sdn-new-york-chapter/learning-to-navigate-in-times-of-flux-1c30aceccd24>

Building Resilience in Times of Uncertainty and Change: Women Entrepreneurs NYC

<https://www.eventbrite.com/e/we-nyc-building-resilience-in-times-of-uncertainty-and-change-with-joan-ball-tickets-103153541018#>

Building Resilience: School of Becoming

<https://www.youtube.com/watch?v=5neLbzdGG7U>

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

Published in Touchpoint:

Ecosystems, Blueprints and Journeys – Oh My!

<https://www.service-design-network.org/community-knowledge/ecosystems-blueprints-and-journeys-oh-my>

Service Design in the Business Curriculum: Dispatches from the field

<https://www.service-design-network.org/touchpoint/touchpoint-9-1-education-and-capacity-building/service-design-in-the-businesscurriculum-dispatches-from-the-field>

Academic Publications

<https://scholar.google.com/citations?user=dt3leAoAAAAJ&hl=en>

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