Self-assessment by
Daniel Tuitt

SUBMITTED ON 03 FEB 2021

A summary about me:

Daniel is a corporate misfit and a catalyst for change for challenges people face across the real world. As a senior service and business designer, he facilitates complex challenges and designs with evidence. For the last 8 years, he has inspired large organisations, social enterprises and start-ups to think differently such as Nike, Lego, VISA, British Gas, OpenIDEO and many more.

He writes, talks, lives and inspires all things creative. His expertise lies in the cross-section of systems thinking, human-centered design, business models, ecosystems and co-innovation

I currently work as a/at:

BSI

My LinkedIn profile:

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

My social media channels:

https://medium.com/@daniel_tuitt

My educational background:

Undergrad in Entrepreneurship and management
Master in Managing Innovation in Creative Organisations

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

Systems thinking
Organisation strategy
Strategic facilitation
Business models
Systems change

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

Harvard Business Review on Change (Harvard Business Review Paperback Series)

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The future of Service Design by Birgit Mager
Service Design Days
OpenIDEO
Service Design Network
Service Design Labs
Designing better Services by Francesce Foglieni

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

Financial Service, Retail, Government, Automotive, Manufacturing, Life Science, Energy & Gas Consumer Goods and Telecommunications

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

16

These are the service design projects I have successfully delivered:

Link to a portfolio of work - https://bit.ly/3bTE5qL

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

4

My philosophy as a trainer is:

I hate theory! Theory to practice
I focus on providing real-life examples of how to apply service design from the audience's existing challenges or examples that they can easily understand. This involved getting the audience to work in groups to develop their ideas and think about how they can apply service to their ways of working. It starts with the mindset and going into teaching them how to use the tools and methods. I design toolkits that are tailored for the company to use service design within there business

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

The average train sessions can last between 2 hours to 4 weeks. See portfolio - https://bit.ly/2KwgzF3

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

English

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

London

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

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- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Change management

My training participants typically have the following level of experience:

- Advanced (practical application)

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

Marzia Arico, Service design, the next tem years G.Lynn Shostack, Designing services that deliver

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

Personas
Systems mapping
HMW question
Blueprint map
Stakeholder map
empathy map
Business model canvas

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

Personas
Systems mapping
HMW question
Experience map
Empathy map
Business model canvas

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:

Group activities
Discussion
create a job for your portfolio

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

depth of content
Cases that are related to the industry

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 Chapter Activity

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

Delivering workshops and talks for universities around the use of service design
Running global, national and local challenge with OpenIDEO to empower service design to communities
Coaching future service designers as a mentor APDList and Mega Mentors
Guest speaking on service design and systems thinking

I have participated as a speaker in the following events:

SDN UK Chapter, Community-led design, Thursday 21st May 2020 (collaborate to create: Building design communities during uncertain times)

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

n/a

Contact details:

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