

## Self-assessment by lies benjamins

SUBMITTED ON 31 OCT 2022



### A summary about me:

I am Lies Benjamins, born and raised in Amsterdam. I spend my first 5 years in a large global corporate, advocating for circular packaging solutions and implementing CX thinking in the B2B online platform services. After a short period of working for a start-up in plant-based alternatives to fish, I recently started as Academy Director at Koos Service Design. My mission is to spread service design education around the world and make it accessible to everyone: from kids to youngsters and adults - also the ones who cannot afford it.

### I currently work as a/at:

Academy Director of Koos Service Design  
<https://www.koos servicedesign.com/academy>

### My LinkedIn profile:

<https://www.linkedin.com/in/lies-benjamins-6b345663/>

### My social media channels:

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### My educational background:

BSc. Industrial Design Engineering - Technical University of Delft, the Netherlands  
MSc. Strategic Product Design - Technical University of Delft, the Netherlands  
Global enterprise management and Energy & Green Society - Chinese University of HongKong  
Course Western Philosophy - Volks Universiteit Amsterdam  
Course African Philosophy - The School of Life  
Extensive course Feminism, Politics and Religion in Arab Countries - Aarhus Summer University

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

The Koos Design Framework.

Design principles (Double Diamond Double Donut = Understand - Imagine - Create - Scale), showing the design methodology / process from exploration to implementation.

Service Design Maturity Model.

Embedding service design in organisations. A great framework to talk about cx maturity and the steps needed to become design-led and user centred.



<https://medium.com/touchpoint/the-service-design-maturity-model-84e0b8c82cec>

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 (Marc Stinkdorn)

Service Design for Business (Melvin Branflu)

Design leadership Ignited (Giulia Calabretta)

Strategic Design (Giulia Calabretta)

Value of Design (McKinsey report / concrete project results / adaptability to change). Powerful report that shows the value of design in business terms & goals.

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 training

I have particular experience in the following service sectors:

Fast Moving Consumer Goods / Service Delivery

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

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These are the service design projects I have successfully delivered:

Excellent execution experience for Sales Representatives (including trainings) (Heineken)

Reusable (beer) cup festival experience (Heineken)

Returnable and reusable (beer) bottle ecosystem design (Heineken)

Deposit-return system of beer cans (Heineken)

Online ordering (b2b) service for OOH clients (bars and cafes) (Heineken)

The extra ordinary F1 NL experience for fans (in times of covid) (Heineken)

Medal ceremony experience for Olympic athletes (in times of covid) (Heineken)

Crafting the innovation culture in Mexico (Heineken Mexico)

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:

Learning by doing in small groups

During our trainings we hold on to the standard rhythm of theory, hands-on practice and reflection. We keep teams small (5-6 persons) to ensure plenty of personal coaching from our trainers and involvement within the team.

Learn & reflect in real life projects

To really pick up and master new skills efficiently, we follow up training with real life projects and frequent coaching - followed up by group reflection to share learnings & experiences on the job.

Trained by consultants with years of field experience

We believe that skills come with experience. The training instructors are our own Koos consultants with multiple years of training and



consultancy experience to ensure the right balance between theory, practice and plenty of real life examples and best practices.

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

Training multiple people from the Municipality of Amsterdam. 15 people. 2-day basic level training, follow-up by coaching on the job and 4 half-day deepdives per design phase.

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

Dutch and English.

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

The Netherlands.

**I cover the following topics during my training offerings:**

- History of service design
- 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
- User research/deep customer insights
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Leadership/management of service design projects
- Building in-house service design capabilities
- Service design for cultural change
- Organisational development

**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:**

Among others our own cases: <https://www.koosservicedesign.com/projects/>

But also:

GE Healthcare redesigned their CT scan equipment so that children would experience less anxiety, which also led to higher scan efficiency.

Netflix builds up expectations for the release of its own content.

To increase the peak, they release content as seasons in full.

Pon Cat service technicians now leave a door hanger after engine maintenance to let the client know they visited, the maintenance that was executed and the upcoming bill.

Intake booklet for people newly diagnosed with type 2 diabetes to make sure the doctors are better equipped to give them personal and applicable health advice.

Schiphol airport solved complains about long waits for suitcases with new routing, the walk takes longer, but it decreased the sense of waiting.

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

trend analysis



design research  
stakeholder research  
customer journey  
value proposition  
ideation techniques  
visual thinking  
assumption mapping  
prototyping  
user testing  
experiment design

service blueprint  
CX management  
Journey management  
AI by design  
Sustainable design - license to operate  
Inclusive lenses on design

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

#### BASIC DESIGN LITERACY

Understand the value & general process of service design  
Understand the different phases and what tools you can apply  
Define research topics  
Use generative techniques (booklets / etc...)  
Use laddering questions  
Define/develop different insights (needs/jobs, pains, gains, activities)  
Map Journeys (swimming lanes / emo curve)  
Create Profiles  
Develop opportunity domains (based on brand/user/business strategy)  
Develop HMW questions  
Use different brainstorm techniques  
Apply Visual Thinking techniques  
Develop Concepts (using concept sheets)  
Develop scenarios  
Develop & prioritise assumptions  
Develop low fidel prototypes  
Develop/organise test interview

#### EXPERT PROGRAM

Diving deeper into different topics & discussing different aspects of application in daily work;  
Understand the complexity behind Design & Agile working  
Understand the framework and key elements behind CX Transformation (icm CX Maturity Game)  
Use the Value Proposition Canvas to create propositions  
Understand the application of different Experiment Design techniques  
Data-driven Design  
Understand the value, construction and application of Need based profiles  
Understand the AI by Design process and value  
Apply advanced Visual Thinking techniques  
Understand the basics behind Journey Management  
... and more



#### LEADERSHIP PROGRAM

Understand the value of design  
Understand learning environment  
Understand facilitative leadership  
... and more

**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:**

Let the participants reflect extensively per learning phase (using miro to track the learning curve). Presentations on results also help. With the leadership we use 'coming back' sessions to reflect on embedding design strategy.

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

Feedback is mainly on the amount per session - but also on the theory vs practise balance and the silent versus outspoken balance - which are both very personal preferences. We therefor added different brainstorming techniques (both silent and in group discussion) so everyone can join. We also provide more theory upfront or afterwards when wished for. We also make sure we have the leaders involved to fully understand the level of the participants upfront.

**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

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

I just joined the community and I participated in the global conference. I would love to keep doing that. I also have a call with Mansi Gupta soon, to see how I can support her work and her mission.

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

Dutch Design Week - on behalf of Livework - on nudging and behavioural change by design - 2018.

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

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