Self-assessment by
Teemu Moilanen

A summary about me:

I'm an experienced Service Designer and service design trainer. At the moment I'm very much involved in designing business processes of service sector SME's aiming to utilize Artificial Intelligence.

I worked as a management consultant in a relatively large consultancy (800 consultants) starting from 1998. Our approach was strongly based in "service planning" school of though. Somewhere in early 2000 I became aware of Desing Thinking and Servcie Design paradigm, and gradually started to apply it to my work. Since then I have participated in different roles (Project manager, trainer&coach, designer, user insight specialist etc) into approximately 90 SD projects.

I currently work as a/at:

Research Area Director, Haaga-Helia University of Applied Sciences, www.haaga-helia.fi
Director of LAB8 Service Experience Laboratory, https://www.haaga-helia.fi/en/lab8

My LinkedIn profile:

https://www.linkedin.com/in/teemu-moilanen-7353132/

My educational background:

PhD, Economics and Business Administration, (Marketing), Helsinki School of Economics (Finland)
Master of Arts, Leisure, Tilburg University (Netherlands)
B.Sc. in Hospitality Management, Haaga Institute University of Applied Sciences, Helsinki (Finland

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

Due to my background, the most influential to me have been:
DISCIPLINES: Service Marketing, Strategic Management, Brand management, Networks and emering Experience paradigm
THEORIES: Design Thinking of Stanford, the Complex paradigm of strategic management, Resource Based View, Service Branding theories of De Chernatony, and Experience theories of Pine & Gilmore

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

1) www.service-design-network.org. Moderated access to a grand range of resources
2) https://www.lab8.fi/tool-factory/. At LAB8 we collected tools we like the most into a "toolbox" which contains practical guidelines & templates when applicable of 42 service design tools. All tools are explained following similar logic.

SDN∞
SERVICE DESIGN NETWORK

3) "Palvelumuotoilun Businesskirja", Mikko Koivisto, Johanna Säynäjäkangas, Sofia Forsberg (2019) https://www.adlibris.com/fi/kirja/palvelumuotoilun-bisneskirja-9789521435775. In particular chapter 8 makes great contribution by listing key learnings from earlier transformation processes.

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:
Artificial intelligence, Hospitality (Airlines, hotels, restaurants, attractions), Experience (Stadiums, arenas, concert halls), Education (university level).

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:
I have participated in different roles (Project manager, trainer&coach, designer, user insight specialist etc) into approximately 90 SD projects. Example 1: Making Service Design the dominant paradigm – Initiating & leading transformation process at the largest hospitality operator in Finland (fall 2019-ongoing) S-group is the largest hospitality operator in Finland. The operate around 65 hotels and around 20 restaurant chains (around 800 restaurants). They have a centralized development unit (SOK MaRa ketjuohjaus), which takes cares of all the development activities of the company. This means that all new service concepts and changes in old service concepts in any of their businesses are planned by a group 20 hard core service planning professionals in the "ketjuohjaus" unit. The only thing these guys do is to create new & renewed service concepts for hospitality industry. They have very sophisticated processes, massive resources and decades of experience doing that. They are as hard core service

concept planners as you can get. But they are not service designers. We told them that, and as a result of that now we have a year-long process of training their 20 hard core service development managers to service design. The trainings and pilot projects are supported with consultation process, with the overall aim of helping service design to become the dominant paradigm of working in S-group. I'm executing this training & consultation with a team of 4 service designers from LAB8 Service Design team. As always, our training is linked to real-life service design projects coached by experienced service designers.
Example 2: In Helsinki Music Hall project (Spring 2019- Spring 2020) I led a team of Service Designers in a project where the staff of several organizations, who together provide the service of Helsinki Music Hall, were trained to Servcie Design and while being trained, executed four parallel real-world service design projects in the Music Hall.
Example 3: One example is the VENN Project of HOK, a large finnish restaurant operator, where the aim was to find out how digitalization could bring in added value to restaurant users. The project aimed at combining the needs of client-users, restaurant staff, storage systems, digital systems, marketing systems and CRM systems. VENN restaurant (v1.0) was opened in May 2017 in centre of Helsinki.
Other examples from the 2019-2020:
We have performed several pretty cool SD projects in Finland with high-profile experience industry companies. In Music Hall of Helsinki we trained & cocreated new seamless service processes of 7 companies who together create the service experience of "Music Hall of Helsinki". In Hartwall Arena Helsinki, the biggest Arena in Finland, we had 4 parallel service design projects, mostly focusing to helping staff (of several independent companies) to make the Arena brand alive. And there were others. One of them, BLUE (https://www.blueproject.fi/), was awarded "Vanguard Project of the Government of Finland" (Hallituksen kärkihanke) status. Blue was about developing augmented reality service concepts through service design process, together with over 150 AR & tourism companies. I was/am project director of these projects.

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:

There's many forms/levels of learning. One is cognitive (learning in classroom the principles of how to ride a bicycle), one is more experiential (trying out how does it feel to ride a bicycle). I believe both are useful, but the latter one is absolutely necessary. Therefore my training ALWAYS includes designing in/with real cases and real users.

* Multidisciplinary/learning from others: I always create multidisciplinary teams and try to make people to learn in contexts that are foreign to them (in projects not from their industries).

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

1) SOK Mara Ketjuohjaus (Fall 2019-ongoing), "Making Service Design the dominant paradigm of SOK Mara"-project, Client: SOK Mara, 28 participants.

2) Fall 2019-Winter 2020, Service Design of Helsinki Music Hall, Client: Helsinki Music Hall & 6 partner companies, 20 participants.

3) "Making Service Design the dominant paradigm – Initiating & leading transformation process at Haaga-Helia University" (spring 2019-ongoing)

I'm now working as the head of R&D at Haaga-Helia Univeristy of Applied Sciences, where I have tried my best to start a transformation to adopt service design as the dominant paradigm of development within the University. Two major achievements so far are LAB8 and launching an Haaga-Helia's Service Design internal transformation process. LAB8 Service Experience Laboratory is a research lab & community of around 120 activists. Last spring we got approximately 75 people organized into two groups (12 experienced service designers + around 60 interested-but-not-yet-experienced service trainers). For the group of more experienced service designers we have developed ways & community to share & cocreate and since fall 2019 we are in the process of developing an individually tailored paths of getting necessary knowledge & experience to qualify for SDN Trainer Accreditation. For the group of not-yet-experienced-but-enthousiast we are now providing training to service design, support from the more senior designers in planning their trainings and opportunities to participate in service design projects in junior/apprentice roles with the more experienced service designers.

HH Service Design internal transformation process is an initiative aiming to make service design to become the dominant paradigm at Haaga-Helia University of Applied Sciences, initiated by me and Ms. Marika Alhonen. We have started series of service design trainings to Haaga-Helia staff (educational + admin +support) in form of 5 ECTS courses (Jan 2020-May 2020). As always, following our Learning by Doing pedagogical philosophy, our training is linked to doing real-life service design projects in real life settings. My aim with the trainings is to ensure that there are enough people around Haaga-Helia trained to SD to slowly start to change the course of the everyday life of Haaga-Helia. We have held six 2h inspirational "What is Service Design" workshops for staff (Nov19-Jan20).

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

Finnish & English

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

Finland, France, Malta, Estonia, Lithuania.

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
- 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
- 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)
- Expert (recognised authority)

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

I generally refer to cases close to target audiences world. When in doubt, I use Kämp Group (Luxury hotel chain) True Luxury Project as an example. The Project brief was very simple and open ended: one of the target audiences of the company are extremely wealthy people visiting Helsinki. The objective was to find out what was luxury to them, and convert that into the production processess of Kämp Group. I use that as an example to pinpoint a) fuzzy front end and open ended project briefs and b) to exemplify the need to understand the true needs of your users (champange might represent luxury to me, but I'm not extremely wealthy...). Another story I often tell is a story of me taking my kids to an amusement park (= a Service designed by adults to amuse kids), one of them ending up feeding a trash bin that speaks, and spending rest of the day searching for trash to feed to the bin.

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

Observation, various forms of interview, Customer journey mapping, emotion mapping, affinity diagram, design drivers, user profiles/personas, probes, make tools, different types of co-creative workshops, different projective techniques, numerous ideation tools, Lego serious play, large number of prototyping tools (such as paper&pen, cardboard protos, wireframing, storyboarding, SeGaBu gamification, SAP Scenes, 3D modeling)

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

Students use and combine different concepts and theories of service design and service development and develop their own models and reference frames. His theory and terminology are precise and accurate. The student is aware of the differences and similarities of service design and traditional service planning and is able to differentiate various models, theories and perspectives.
The student is able to collect, analyze and utilize information when developing a high quality service design / service development project for the target company. Students demonstrate excellent ability to evaluate and select models, methods and reference frameworks suitable for the situation, and use them effortlessly.
The student is able to work autonomously and professionally in the development of services. He is able to utilize and apply key concepts and models on a large scale, and is able to provide development suggestions for other service concepts and service development plans that are planned.
The student is able to independently identify customer needs and design an innovative service product / concept for them.

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:

Varies. Whenever possible, meaning almost always, I put the participants to perform a real SD project with real users to real target company. The participants produce two major outputs: one for the client company and a process description & self-evaluation of their SD project for me. Furthermore, the participants familiarize themselves into two projects of others and give constructive feedback in the form of an essey/report.

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

to improvements:

Example 1: Our SD projects are based on working in teams. Individual level support and one-to-one coaching sessions were added after some participants expressed a need.

Example 2: Prototyping sessions are now supported by technicians (e.g. wireframing person, graphical designer/cartoonist) after some participants expressed a dream (when asked what an ideal prototyping session would be like?).

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 Chapter Activity

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

* Training the staff of Dublin and Hague Universities

Since October 2019 we have been preparing a joint-project together with the Technological University of Dublin and Hotelschool the Hague, where the aim would be to train service design (train the trainer trainings) to the staff of DUT and HTH. The training would be provided by a team of Haaga-Helia's LAB8 service designers.

* During the last year I / we (my team) have trained more than 100 experienced service managers representing around 60 companies to service design with 10 ECTS course in Finland. We have trained around 20 teachers of the main hospitality school of Malta (ITS) and a group of 20 Master students of Paul Bocuse Institute (the most prestigious hospitality school in France). We've run several (around 5 to 7) commercial trainings to commercial client companies, either 5 ECTS or 10 ECTS in size.

• I've participated the two previous global SDN conferences, met great people and made friends.

• We've organized a SDN Finland chapter meeting in HH last fall (about Mikko Koivisto & al's new book) where I had a chance to present LAB8 to the Finnish SDN community (Teija & Eliisa were really the organizers, but I also participated as a speaker and host).

• I'm in the process of writing an article about BLUE project to Touchpoint.

• In March 2020 we organized another SDN chapter event in Haaga-Helia, for people who are looking for an answer to "how to become a professional service designer". Approximately 70 attendants, I participated a panel with 4 other experienced service designers, telling our stories and sharing our advice.

I have participated as a speaker in the following events:

I've had large number of SD crash courses for Board of Directors (e.g. Fennia Insurance Company, DIACOR Health Care Company, TBWA Advertising Agency etc) and a lot more "What is Service Design" type of speaches in different companies.

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

I have published a method oriented book together with two collegues (Katri Ojasalo & Jarmo Ritalahti), which includes a chapter of Service Design. The book, "Tutkimuksellinen kehittäminen. Uudenlaista osaamista liike-elämään" has become a standard method-book in Universities of Applied Sciences in Finland. The book was among the top 10 non-fiction books borrowed from the Finnish library system. The latest version of the book in Finnish is 6th edition (2020). We published an english version (1st ed) of the book in August 2022 (https://www.bod.fi/kirjakauppa/methods-for-development-work-teemu-moilanen-9789528092476)

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