SDN ACCREDITED MASTER

Self-assessment by
Thomas Wilson

SUBMITTED ON 19 FEB 2023

A summary about me:

I'm Thomas Wilson. I'm passionate about Customer First philosophy. I have 27 years of design, research, service design and leadership experience. I've led, trained and managed up to 14 ICs. I'm currently working for United Healthcare where I provide Service Design, Research, Human-Centered Design and Strategy leadership on a Flex team comprised of talented designers and researchers who devote our time to tackling complex problems for the business and advancing health equity for members on their Care Continuum.
I'm honored to lead the internal UHC Service Design Guild providing a forum for knowledge share, up-skill training, discussion of Service Design best practices and SOPs within the organization and with 10 talented Human-Centered Service Designers.

I currently work as a/at:

United Healthcare. Sr Principal Service Designer + Strategist

My LinkedIn profile:

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

My social media channels:

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

My educational background:

NNg (Masters UX, Management, Service Design & Research)
IDEO (Human Centered Service Design
LEAN 6 Sigma (Greenbelt)
Harvard Business School - Leadership

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

Service Design-Is the research, analysis and design of the choreography of interactive touchpoints customers have within a system or service. It's about solving problems and creating positive outcomes for customers, employees, and organizations by refining existing, and designing new, areas of service.

Service Design is the unification of three languages we speak in business.
1. Customer Experience (CX): Concerning ourselves with consumer and member needs, goals, experiences, and providing delight. These inform Customer or User Requirements.
2. Business Needs: Understanding the direction of the business- vision, differentiation, revenue and growth. These inform Business

Requirements.
3. Product Needs: Understanding the product in terms of roadmaps, features, workflows, releases. These inform Product Requirements
When we put our potential customers and members first and align their needs with the vision of the business, we can create product and service brand loyalty with new products and services, and refine existing ones. Unifying all three is the charge of Human Centered Service Design.

Defining what customers, employees and the business or system 'gets' from a journey or specific scenario allows us to unpack and reveal moments that matter. If we find areas or touchpoints that are barriers or toxic to the service, we can prototype new areas of service and experiences to resolve those issues.

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 Thinking
This is Service Design Doing
This is Service Design Methods
Practical Service Blueprinting Guide
Guide to Practical Blueprinting
NNg Service Design training
IDEO Service Design Training
And about 50 others.

I have X years of working experience in service design:

15

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:

Healthcare, Fintech, BigData, HMI & Robotics, Venture Design (startups) and many Fortune 50-500s.

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

200

These are the service design projects I have successfully delivered:

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

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

5

My philosophy as a trainer is:

I've created 2 Service Design Discovery Playbooks. They're extensive. I'm using one now to train 10 Service Designers and I'm also using it to train various other members of my organization. I'm currently providing artifacts and course outline to the new NNg Service Design course.

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

1. Flex Team - Human Centered Service, Product & Business Design

2. Human-Centered Service Design Playbook
Both were done for my design leaders: Dan Makoski CDO (Google, Walmart, UHC/Optum, Lloyds of London)
And Amy Heymans UHC (founder of Mad*Pow)

I've also done several others.

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

English.

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

USA

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
- 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
- Service Design as it relates to Venture Design

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:

https://www.linkedin.com/in/thomasianwilson/
My interview with NNg will be on their podcast in 2 weeks. (I'll post here then)
I've been on Forbes Best of the Web, Inc.500 Twice, won multiple other awards.
My client list is a who's who of Fortune 50-500s.

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

I usually cover:
What is Service Design
The 3 Languages of Business

Get Started Team Norms
How to do Discovery Research
Personas & Archetypes
Various Forms of Mapping & Artifacts
Analysis & Synthesis of Findings
Ideation & Co-Design
Prototype & Validate
Venture Design Phases including: Opportunity Prioritization, Identification, Definition, Validation and Realization:
Discovery, Product Market fit, Value Prop, BMCs, Futures/Foresight, North Star Visioning etc.

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

Understand the Definition of Service Design
Understand the Lexicon of Service Design
Understand the 3 pillars of Service Design (5 Ps, Touchpoints & Journeys)
Understand the 5 Principals and 4 Components of Customer Experience
Identify and Frame ambiguous problems.
Write well crafted problem statements and hypothesis statements.
Understand Desirability, Viability and Feasibility from Customers, Design and Business/Product vantage points
Understand the intersectionality and funnel of URDs, BRDs and PRDs
Roles and responsibilities of Human Centered Service Designers
How to set up teams, lead projects and intake projects from stakeholders, businesses or clients
How to manage Stakeholders
Top 3 ways to learn about Customers, users, employees
Emphasis on Service Designers as researchers and documenters of truth and understanding that strategy is about future states
The difference between the 4 main types of personas and archetypes that most companies get wrong.
Understand how to create various types of maps and artifacts
Analysis and Synthesis of data- Atomize Qualitative Data, Cluster, Segment and Code, Themes and HMWs
How to conduct and facilitate workshops and co-design sessions
How to spot Cognitive Biases and Logical Fallacies
Understanding System 1 & 2 Thinking
How to Prototype new Services, Products and the different methods of sharing and storytelling
Understand and be able to lead Venture Design Phases including: Opportunity Prioritization, Identification, Definition, Validation and Realization:
Discovery, Product Market fit, Value Prop, BMCs, Futures/Foresight, North Star Visioning etc.

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:

Internally I provide Skills Matrixes, Self Assessments of what they need up-skilling on. And we have an internal guild for sharing issues, SOPs, DTPs and best Practices. We provide crit at that time.

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

Going deeper on certain subjects. Spending more time in some areas more than others.

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:

- I

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

Contributions to LinkedIn articles. I'm also helping NNg with their revamped Service Design class, going on their Podcast. Working with others to create classes as well. Aside from that I'm not super active.

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

https://www.linkedin.com/pulse/color-blindness-thomas-wilson-
https://www.linkedin.com/pulse/extrinsic-intrinsic-motivation-thomas-wilson-
https://www.linkedin.com/pulse/innovation-broken-heres-some-reasons-why-thomas-wilson-

Contact details:

Thomas Wilson
, 78745 Austin
info@thomasianwilson.com