Self-assessment by
Janine Wilson

A summary about me:

I'm a business and service design consultant. I work part-time for the SDA designing and delivering training and consultancy projects and I also run my own business Change Frameworks Ltd which works mostly in the business and strategy design space. I am also a Non-Executive Director and charity trustee.

I have a strong background in local government including governance and change management roles. Early retirement from my role as programme manager of the service redesign programme allowed me to complete a MSc in design for Business (with distinction) and change career focus to service design.

I currently work as a/at:

Director,
Change Frameworks Ltd
www.changeframeworks.com

Service design Consultant (Part-time)
Service design Academy
https://www.sda.ac.uk/

Non-Executive Director
Scottish Curling
https://www.scottishcurling.org/

Non-Executive Director and Trustee
Scottish Curling Trust
https://scottishcurlingtrust.org/

My LinkedIn profile:

www.linkedin.com/in/
janine-wilson-changeframeworks

My social media channels:

n/a

SDN∞
SERVICE DESIGN NETWORK

My educational background:

MSc Design for Business (Distinction)

Master Black Belt Lean Six Sigma

MSP – Managing Successful Programmes practitioner.

Fellow of Chartered Association of Certified Accountants

HND Business Studies (Distinction in Accounting)

My work in the change management/service redesign space was the start of my service design learning journey. I then took the opportunity to further study this through the MSc

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

Really my core philosophy is around with not for – I'm a great believer in the principles of the SAtSD where citizens are involved in all stages of service design and service journeys are developed around citizen or user needs.

When designing services the richness of lived experience must be recognised within decision making

Successful service design needs designers to have a true understanding of the organisation they are designing within – without the understanding of the constraints, governance, environment and decision making processes designing appropriate solutions and obtaining buy in and is going to be more difficult

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

Downe, Lou Good Services, How to design services that work. A core resource for principles of good services and measuring organisational maturity

Stickdorn et al, This is service design doing - another core resource covering all the bases - a really useful tool for aspiring and practicing practicing service designers

McKerchar Kelly Ann, Beyond Sticky Notes. Great resource on co-design and designing with not for.

Kaplan and Norton, Strategy Maps - the seminal work on strategy maps focussed around the balanced scorecard

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:

Local Government

Third Sector

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:

Shared Apprentices Scheme (Feb-June 2014)

Collaborative design of a shared construction apprenticeship concept. The outcome was an innovative shared apprenticeship company (https://sharedapprentice.org/) offering apprenticeships to school leavers and flexible apprentices to local companies. Impact was an increase in youth employment, plugging skills gaps and allowing SME's to deliver apprenticeship opportunities. A COSLA award winner which has since been expanded. https://www.youtube.com/watch?v=d57DoRBsI2c

Older Peoples Housing (Jan-Nov 2015)

Redesigning the Older Peoples Housing provision in a local authority. A co-design project with council staff, tenants and registered social landlords. The outcome was a change in the provision type of housing and some sheltered accommodation decommissioning/reprovisioning. The main impact was a revised model of housing which better suited tenants needs.

Redesigning a Change Programme (Nov 2016- Feb 2017)

The change programme within the council had stalled and required to be refreshed. This needed to be done in a far more collaborative manner involving staff and elected members. Working collaboratively with an external consultant a series of ideation workshops were designed and delivered to provide the data for a team to synthesise, analyse and deliver the outcome of a change programme that would provide a positive impact for citizens and plug a large budget gap.

Redesigning the Senior Management Structure (June-Oct 2017)

A project with the extended senior executive team to redesign the senior management structure within a council. Conducted through a series of design workshops, the outcome was a streamlined management structure generating substantial efficiencies and better aligning service delivery.

Facilities Management (Oct-Dec 2017)

A redesign of the facilities management services within the council. A co-design workshop was held with cross departmental staff which delivered an action plan for delivery within an agile working environment. The impact was a more holistic service with more efficient budget management across services.

Business Support (Oct-Dec 2017)

A series of three workshops with managers to support a project to design a new operating model for the provision of business and administrative support service across the council. The outcome was a preferred model and service list which fed into the wider project impacts around a redesigned business support service.

Collaborative Services (April-June 2018)

A project to design the development and delivery of regional collaborative services across four local authorities in relation to three specific services. The workshop co-designed a structure and principles of collaboration and identified those services that would benefit from a regional v local delivery.

Co-designing a Charity Strategy (April-July 2021)

Change Frameworks Ltd were commissioned to facilitate the co-design of a strategy-on-a-page for a strategically important charity. This was delivered using a service design approach through a series of workshops with trustees and service users. The outcome was a visual strategy document and the impact was around focus, sustainability and a better platform for funding.

Co-Designing Strategy (April-June 2022) - Service Design Academy, Dundee and Angus College

See case study

20 Minute Neighbourhood (Sept-Nov 2023) Dumfries & Galloway LEP

Developing community consultants to conduct, analyse and synthesise user research to determine a programme of participatory budgeting projects. The outcome was the identification of potential projects to take forward and the impact was building capacity for user research and co-design within the Local Employability Partnership.

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:

Learn by doing - theory is great and necessary but you cant beat the opportunity to practice

Make it relatable - It has to be relevant, especially when training professionals, so make it more relevant to the audience (when you can) rather than generic

Be authentic - just be yourself and try to help participants enjoy the experience

Be prepared - never let your first delivery be your first delivery - practice

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

PDA in Service Design
October 23 – March 2024
17 online classes over 6 months
Open training 12 participants
https://www.sda.ac.uk/pda-service-design

March 2023
5-days online
Service design for innovation and impact
DHSC
10 participants

May 2023
3.5 hrs online
Designing your donor journey
Open course
8 participants

May 2023
3-days in person
What's the problem and how can we solve it?
Angus Alive

16 participants

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

English

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

Online/Scotland

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
- 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)
- Building in-house service design capabilities
- Service design for cultural change
- Change management

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:

Taking a service design approach to strengthen the outside–in perspective on governance PWC Norway/Norwegian Police Directorate

SDN | Citizen Centric Police (service-design-network.org)

Case study on a multidisciplinary approach to creating a citizen-centric police force with international user research and highlighting the different ways that citizens can be involved.

Accelerating housing delivery and creating a sustainable business model

https://www.local.gov.uk/our-support/efficiency-and-income-generation/design-public-sector/housing-and-homelessness/accelerating

South Kestevan District Council supported by Design Council – using design to transform housing delivery. A great study on reframing the challenges to get to the real problem and how using design techniques and toolkits can generate change ownership and cultural change

Developing a new Customer Experience Strategy for the Clyde Valley Group

https://www.hisengage.scot/equipping-professionals/designing-person-centred-services/case-studies/clyde-valley-group-case-study/

Using service design for new customer experiences through a contact centre with some useful hints and tips

Uber Business Model Canvas

https://www.youtube.com/watch?v=b-NYrkVR0u8

One of my favourite tools this is an easy explanation of Ubers BMC and provides a useful example for learners

Co-creating an innovative and sustainable framework to support community led projects through Service Design

SDN | An Innovation Framework to Support Health and Wellbeing (service-design-network.org)

A great case study in capacity building for co-design of community projects through a reimagining of funding and support opportunities generating real impact.

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

Various User research methods including contextual interviews and observation with tools like empathy maps/journey maps/ personas to make sense of the insights gathered.
Problem framer to help scope, understand and define the specific problem before moving to the solution phase
Rapid ideation tools eg SDA sunflower, ABC avalanche to begin the problem solving phase and generate creativity toward potential solutions
Variety of prototyping tools including storyboards/ journey maps/service blueprint to test out ideas and gain feedback
Implementation - SDA planning tools/Business Model Canvas/Service model canvas to plan for implementation and buy in

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

Understand, describe and explain a service design process and its importance
Apply their learning in a practical workplace situation
Conduct user research
Design and deliver co-design workshops in an ethic and conducive manner
Facilitate workshops
Choose appropriate tools and methods to use
Present findings and recommendations

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:

Each module of our PDA is assessed by means of a portfolio and the qualification is accredited by the SQA. The marking criteria for the portfolio is designed to showcase and assess the participants learning, their understanding of what they have learned and their ability to practically apply it in a workplace situation

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

We aim to capture feedback at the end of each session and that is considered and any changes made as necessary eg we had feedback from one group which led to us revising the presentation of the case study we used to better align with the storytelling methodology we were teaching.

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:

• SDinGov

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

Attend some talks online
Participate in Dundee Design Week

I have participated as a speaker in the following events:

n/a

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

Change mastery (access via linkedin profile)
Other specific professional magazines (eg CIPFA) not available online

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