Self-assessment by
Catherine Landry

A summary about me:

Co-founder of the firm since 2014, she is a senior consultant in Design Thinking, CX, and innovation. She thrives on complex challenges, having specialized in organizational development and innovation for 17 years. Over the past decade, Catherine has been rigorously engaged with companies to support ambassadors of the Design Thinking approach, which aligns perfectly with her entrepreneurial values.

Her interventions specifically focus on:

o Design thinking consulting services: supporting teams in driving CX and innovation initiatives.

o Workshop facilitation to redesign future services, from generating new ideas that are strongly aligned with stakeholders' real needs to experimenting with prototyped journeys.

o Guiding through all stages of Design Thinking (clarification, ideation, prototyping, iterations).

o Leading initiatives and facilitating customized workshops tailored to clients' Design Thinking needs.

o Experimenting with the Design Thinking approach within a multidisciplinary pilot team.

o Implementing the practice within organizations (based on 5 levels of maturity).

o Facilitating innovation communities for complex cross-functional initiatives.

o Training and coaching team members in Design Thinking.

She has worked in various industries, including insurance, finance, transportation, protection and security, and energy. Her aim is to achieve innovative goals while consistently delivering sustainable, motivating, and up-to-date results. She stands out for her ability to mobilize talent around relevant challenges.

Exemples of clients: Beneva, Ville de Québec, Ville de Montréal, Autorité des marchés financiers, Hydro Québec, etc.

I currently work as a/at:

Co-Founder, Senior Consultant- XD, Innovation and facilitator
https://www.leadeo.ca/index-eng.html

My LinkedIn profile:

https://www.linkedin.com/in/catherine-landry-71726b12/

My social media channels:

https://www.linkedin.com/company/9385220/admin/
https://www.facebook.com/profile.php?id=100063645416839

My educational background:

Catherine holds a specialization in Design Thinking and Innovation from the University of Virginia (Darden School Foundation, Executive Education). She completed the executive program "Corporate innovation: Strategies for leveraging Ecosystems" at MIT Sloan University. She continues her learning journey in Human-Centered Service Design with IDEO.
In 2023, Catherine is enrolling in a training program titled "Activating Strategy" with IDEO. She has a background in industrial engineering, a postgraduate diploma in training management from the University of Sherbrooke, and a bachelor's degree in business administration from the University of Quebec in Montreal. She is a member of the CXPA (Customer Experience Professionals Association), the Service Design Network, and Innovation Leader.

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

Design Thinking is a human-centered approach that emphasizes empathy, creativity, and experimentation to solve complex problems. It focuses on rapid iteration and prototyping to generate innovative, user-centric solutions.
Co-creation is a collaborative process in which service providers and customers work together to design and deliver added value. It acknowledges the active involvement of customers in the creation and improvement of products, services, or experiences.
User Experience (UX) focuses on how users interact with a product or service, emphasizing usability, satisfaction, and creating positive emotions. Its goal is to optimize design to meet user needs and expectations, providing a seamless and engaging experience.
A customer journey is the process through which a customer interacts with a business, from their initial awareness to the final outcome. It involves all touchpoints and experiences along the way, aiming to provide a seamless and satisfying experience that meets their needs and expectations.
Qualitative research focused on service design involves gathering in-depth information about user needs, behaviors, and expectations to understand their experiences and guide service design. It involves methods such as interviews, observations, and case studies to gain valuable qualitative insights in the user-centered design process.
The theory of Jobs to be Done suggests that customers are not simply buying a product or service, but rather seeking to accomplish a specific job or fulfill a particular need in their lives. It emphasizes understanding these customer "jobs" in order to design solutions that address their motivations and fundamental goals.
Learning in action in the context of Service Design refers to the practice of learning by doing and experimenting with tangible solutions throughout the design process. It encourages rapid iteration, adaptation, and continuous improvement by drawing insights from user feedback and outcomes, enabling dynamic evolution of services towards more effective and satisfying solutions.
Citizen Engagement: The active involvement of individuals in actions or initiatives that benefit society and the community.
Employee and Customer Engagement: The active commitment of employees and customers towards a company or brand, demonstrated through active participation, loyalty, and collaboration in the design, delivery, and improvement of services.

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

Experiencing Design, The innovator's Journey, Jeanne Liedtka
This is Service Design Methods, Marc Stickdorn..
This is SErvice Design Doing, Marc Stickdorn..
The Power of Moments, Chip Heatch & Dan Heath
Jobs to Be done PlayBook, Jim Kalbach
Human-Centered Service Design, IDEO
The lean Startup, Eric Ries
This is Service Design Thinking, Marc Stickdorn
Design is Storytelling, Ellen Lupton
Creative Acts for Curious People, Sarah Stein Greenberg

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:

Insurance, Finance, Municipal
Each year, I facilitated at least 4 larges projects in Service Design.

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:

1) Project Title #1: Support in Setting up the Incubator through Design Thinking Sprints

Description:

In 2018, Catherine Landry design and implementation of Design Thinking Sprints in the context of setting up the innovation incubator for the Autorité des marchés financiers (Financial Markets Authority).

Actual Contribution:

Design and implementation of 2 Design Thinking Sprints carried out over a 12-month period, with very high satisfaction from internal stakeholders, as the outcome improved the customer experience in the context of reporting fraud for consumers of financial services and products.
With nearly 800 employees, the Authority has been undergoing a transformation focused on innovation and agility in recent years, following the consolidation of merged organizations aimed at developing a well-established culture of collaboration. Catherine contributed to fostering new ways of working in a cross-functional manner for this organization taking its initial steps in agility.

Project Title #2: Design Thinking Advisory Role as a Driver for Customer Experience to Support the Innovation Board

Description:

In 2019, SSQ Assurance also placed its trust in Catherine for the design and facilitation of Design Thinking workshops to foster customer experience-focused innovation.

Actual Contribution:

We conducted 2 Design Thinking sprints over a period of 9 months, with a high level of satisfaction from internal stakeholders, as the outcome enhanced the customer experience in the context of a radical shift in business models for group insurance claims services.

Within the process, we included a technology watch to understand the innovative solutions available on the international stage. This benchmarking practice inspired team members in prototyping a solution that surpassed the market offerings.

SSQ Assurance, with nearly 2,000 employees, is embarking on its innovation journey. Catherine contributed to generating prototypes that were perfectly aligned with the mission and the prioritized cost reduction objectives. Catherine also redesigned the collaboration model between IT and external clients, enabling businesses to benefit from agile support.

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:

As a teacher, I employ learning in action and rapid experimentation based on real-life cases. I place participants at the center of their learning experience and use examples from my completed projects to explain complex concepts.

Prior to all my business activities, I ensure to clearly define the service or experience that the team will focus on. I emphasize the identification of moments of truth to experiment with creativity techniques and solution emergence, and I ensure that participants leave with a Journey Map or Service Blueprint to be implemented and tested after the training.

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

Each years, I provide approximately 3 training sessions to groups of 12 people or more. I am in partnership with the training firm Technologia. Here are the courses I offer:

I trained: Beneva, Hydro Québec, Ville de Québec as examples.

https://www.technologia.com/en/trainings/design-thinking-equipping-teams-to-develop-innovative-solutions

https://www.technologia.com/en/trainings/design-thinking-implementing-practices-to-be-customer-oriented

Additionally, during the summer, I organize in-person workshops to provide hands-on experience with techniques that prioritize customers and prototype future services based on reimagined moments of truth.

https://www.eventbrite.ca/e/billets-design-thinking-placez-les-gens-au-coeur-de-vos-services-638893877787

https://www.leadeo.ca/index-eng.html

I developed one journey name's : Design Thinking Ambassador Program

(Program Ambassador Training)

An absolute must in order to develop complex problem solving skills and build a culture of innovation.

Level 1 : Design Thinking: foundations and practices

Level 2 : Develop personalized Design Thinking Workshops

Level 3 : Facilitate Innovation Workshops

Personalized coaching

Practical exercises and real life cases

I support organizations in building their capabilities, using a 5-level maturity model to guide clients in implementing and mastering different levels of maturity until full implementation is achieved.

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

Français

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

Québec, Qc, Canada
Montréal, Qc, Canada

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
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Service design for cultural change
- Organisational development
- Change management

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:

Use Case #1: Airbnb Airbnb prioritizes the customer experience above all else. Design Thinking has completely transformed this start-up, which was initially destined to fail. One example of its application is to thoroughly understand the mutual expectations of hosts and guests. For instance, young tourists wanting to rent a condo from an elderly couple for a celebration may have their request rejected. Airbnb recognizes that such rejections could impact the customer experience. By understanding the reasons for host refusals, they can identify ways to address them. This enables the implementation of proactive strategies, such as matching visitor profiles to specific types of accommodations.

#2 Apple: Apple has always placed emphasis on the simplicity of design to make products and services accessible. In fact, Steve Jobs was obsessed with the design of everything he touched. "It's not just what it looks like and feels like. Design is how it works." When the iPhone was released in 2007, it dominated the market because every detail was carefully planned to be as simple and intuitive as possible. Everything was designed to make the user feel privileged to have access to a luxury product. Steve Jobs' vision for Apple products focused on emotions and user experience to encourage individuals to adopt the product.

#3) Google : Google utilizes Design Thinking to enable teams to generate and test ideas with creativity and efficiency. For instance, they have been able to imagine new ways to make the internet accessible to remote and isolated communities by challenging their employees and encouraging radical thinking. They have also developed new methods of interviewing potential candidates by interviewing employees who had negative experiences with them. This approach has allowed their HR team to reduce timelines and enhance the candidate experience.

Google believes that this innovative approach can be applied in various ways. For example, the popularized Google Ventures Design Sprint condenses activities into a 5-day process to design and test ideas with clients, greatly accelerating the prototyping phase.

Improving the customer experience in an airline: By utilizing Service Design methods, an airline reimagined its customers' travel experience by identifying pain points and proposing solutions for improvement, such as self-service kiosks, user-friendly mobile applications, and streamlined check-in processes.

Transforming a traditional bank into a digital banking experience: A traditional bank embraced Service Design to rethink its business model and position itself as a customer-centric digital bank. They developed user-friendly online banking services, innovative mobile applications, and

personalized advice to cater to the evolving needs of their customers.

Optimizing healthcare services: In the healthcare sector, Service Design has been employed to enhance patient care services. For instance, introducing the patient experience in hospitals simplified admission processes, reduced waiting times, and provided continuous support to patients throughout their care journey.

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

I teach techniques such as ethnographic interviewing and discovery identification in the initial stages. Then, I address the potential cognitive biases and focus on moments of truth derived from Journey Maps. I demonstrate how to make data visual and guide participants in writing Jobs to be Done statements. Additionally, I have a comprehensive module on ideation techniques, including SCAMPER, Cray 8, and How might we...?, fostering a co-creative environment for idea generation.

Teaching tools such as service prototyping and service blueprinting is of utmost importance in a Service Design training program. These tools allow learners to materialize and visualize their service ideas, test concepts, and iterate rapidly. Service prototyping offers a hands-on approach to transforming abstract concepts into tangible experiences, providing a better understanding of interactions and workflow. Similarly, service blueprinting provides a detailed visual representation of the various components of a service, facilitating process analysis, identifying touchpoints, and highlighting improvement opportunities. By teaching these tools, participants gain practical skills to systematically and user-centrically design, evaluate, and enhance services, thereby enhancing their ability to create exceptional customer experiences.

Finally, I train individuals on the Service Design Design Plan tool to promote the iterative implementation of the experience.

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

Enhance your practical knowledge of powerful tools in the practice of Design Thinking.

Harness emerging trends surrounding customer journeys.

Identify the moments of truth in your customer journey, drawing inspiration from the JTBD theory.

Generate new ideas to transform your customers' experience.

Prototype an initial version of your vision to share with your colleagues at the end of the day.

Transfer your acquired knowledge to other projects.

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:

I approve the completed Service Blueprint.

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

I have received the following feedback: Use real-life cases during the training, provide plenty of practical examples, and support skill development through post-training coaching.

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
- Human- Centered Service Design course with IDEO.

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

I have started a new role within the Service Design Network as an ambassador for the Service Design Global Conference 2023. I am truly excited to be part of this journey.My goal would be to start a chapter in Quebec to create a sense of community here.

I have participated as a speaker in the following events:

- Les Affaires events (Innovation Management - Building an Innovation Culture through Design Thinking) 2017
- Salon de la transformation numérique (Design Sprint to Solve Complex Human-Centered Problems) 2019

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- PMI Lévis-Québec (5 Days to Solve Complex Problems using Design Thinking) https://pmiquebec.qc.ca/produit/sprinter-avec-design-thinking-membre/
- Agile Québec (Collaboratively Developing a Product Backlog using Design Thinking) https://agilequebec.ca/calendrier/elaborer-un-carnet-de-produit-en-mode-collaboratif-avec-le-design-thinking/
- TechnoMontréal (The Future of Technologies with a Human-Centric Approach) 2019
- Spark the Changes (Building an Inspiring Organization) 2017

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

https://www.technologia.com/en/blog/articles/design-thinking-to-create-memorable-experiences

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