

ACCREDITED TRAINER

Self-assessment by Martin Dowson

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My educational background is:

Masters Psychology specialising in HCI

I have X years of experience applying service design in projects in order to improve or innovate service offerings for my clients:

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I have particular experience in the following service sectors:

Financial Services

I have successfully delivered the following service design projects for my clients:

I have built and developed design and service design capabilities in GCap Media, Barclays Bank, Royal Bank of Scotland and Lloyds Banking Group (I have now trained over 400 people in-house). The original Sainsburys to you online grocery shopping was my team (beat Amazon in awards during 2001) as was the first online banking from Barclays (2000-2002). I have brought Service Design methods to Regulatory Change programmes at HSBC. I was lead responsible for ensuring that the organisational re-design of Virgin Media in 2008 resulted in a customer-led organisation. I am currently Head of Design Forward at LBG.

I regularly participate in service design-related activities in order to stay up to date, share my experiences with peers and get their supervision. Within the last 12 months, I have participated in the following activities:

- SDN Global Conference
- SDN Masterclass
- DMI Oslo, DBA (UK), GSA Collaborations,

I have participated as a speaker in the following events:

Service Design in Business 2016, SDN GC 2016, TEDx Omagh 2015, Lecturing on Design in Business at Napier University and Rutgers University.

My philosophy as a trainer/coach is:

It has to be fun

It has to be hands-on and experiential

I believe that service design is as much a mindset/approach and philosophy as it is a skill-set - as such I strip the training back to a fundamental understanding of Design such that the learning can be applied as much to Service Design as it could be UX Design, Design Thinking, Strategic



Design. My novice immersions are good refreshers for intermediates and also serve as a train the trainer breeding ground which allows for scaling up of the immersions.

It is important that the training has a specific outcome in mind for participants however that can be explicit or implicit in how the training is delivered.

I use a highly experiential format with just enough 'lecturing' on theory and inspiration.

Training is not successful without solid follow up and mentoring support.

I have provided service design training sessions for X years:

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Here is a list of all service design training sessions and/or other educational experiences I've facilitated within the last year:

RBS & LBG - in-house design immersions - 2 day experiential design jams founded on the Double Diamond as a framework for design.

Rutger Executive MBA - Design in Business

Napier University - Lecturing to 1st year and PhD students

GSA Industrial Collaboration with MDes European Design students final year projects

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

English

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

Anywhere

I cover the following topics during my training sessions:

- Leadership/management of service design projects
- Facilitation skills for service design
- Measuring impact of service design, relating it to KPIs
- Business model development
- Working with complex service systems
- Exploration of systems
- Organisational development
- Service design for cultural change
- Creativity and ideation processes
- Change management
- Prototyping of services
- Implementation of service design concepts
- Visualisation techniques
- Design and conduct of co-creation workshops
- History of service design
- Differentiation between service design, service marketing, design thinking, service branding
- Relationship of service design to agile, scrum and lean
- Building in-house service design capabilities
- User research/deep customer insights

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)



These are the most relevant resources I base my work on and I recommend to participants:

Novices : Service Design For Business (Reason/Lovraine/Flu)
Fundamental: The Magic of Design (Kolko) for deep dive on synthesis
Advanced: Design Forward (Esslinger)
Inspiration Videos : Fjord on Living Services, Apple 'designed in california'

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

In my 2 day Design Immersion we cover -
5 Whys for Problem Statements
Simple Brainstorming
Affinity Mapping
STEP analysis
Field Research (in-situ interviews, street interviews, observation, surveys)
Desk Research
Customer Journey Mapping
Concept Cards
Concept Posters
Round Robins
Design Critique
Concept Prioritisation
Prototyping (physical and role play)
Service Blueprinting
In my 1 day session we cover
Problem Statements
Interviews and open listening
Concept Posters
Round Robin / Feedback
Journey Mapping/ Blueprinting

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

Philips & GE MRI Scanner Suites for Children (I have spent time with Sean Carney's team at Philips to understand this case directly)
Various stories from UK GDS (Again I have visited with GDS directly)
GSA/RBS Collaboration (2015)
In-house projects (confidential can not disclose)

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competences/skills:

I run in-house training so can have a strong follow-up. Immediately following the course participants complete a More/Better/Different/Less commitment about how they would like to change behaviours and personal development objectives - these are shared with their line managers who make commitments to support them.
2 weeks following there is a follow up call for all participants to share their experience, thoughts and reflections just 2 weeks out - this is to reinforce and embed the messages, acknowledge the doubts and allow for reflection and therefore more honest/better questions.
We monitor with the people scheduling people into teams/projects who is getting the opportunity to go and practice their skills in their workplace
We have a twice monthly open listen/learn session and a monthly design guild meeting. Each of these touchpoints allow participants to question and share their learnings as they go along. Surveys are also given to enquire as to people's opportunity to put into practice the skills, their self-reflection on confidence to apply. The original More/Better/Different/Less becomes formally part of personal development so is monitored there as well. Crucially The line managers have been on the training.



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

- Clearly articulate what the end to end of a service is
- Clearly articulate what the front to back of a service is
- Understand the value of design-led approach to solving problems
- Challenge stakeholders as to the 'real problem' that needs solving for
- Understand the value of and create better briefs for design research
- Understand the distinction between design research and design evaluation
- Clearly articulate the value of Design Research (especially field/ethnographic) and the value of a clear research brief
- Create a customer journey map (novices)
- Facilitate a journey mapping session (more advanced)
- Create a blueprint (novices)
- Facilitate a blueprinting session (more advanced)
- Use Roleplay to prototype
- Understand the value of the right SMEs being involved in the work
- Understand the distinction between the value of an activity (doing blueprinting), the value of the documentation of an activity (digitising it into a template) and the value of the communication of an output (having someone make a highly visualised version)

I always ask for feedback on my offerings and I systematically evaluate and improve. Examples of some feedback that led to improvements:

The follow on calls, the more/better/different/less being linked to line manager conversations, the monitoring of people being on programmes of work that offer opportunities to practice are all examples of improvements made as a result of listening to feedback.

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