# Self-assessment by
# **Turki Fageera**

## I currently work as a/at:

I'm currently the Managing Partner of TAMx, a subsidiary Innovation and Design studio for TAM LLC, one of the leading experts on Public Engagement, Crowdsourcing & Open Innovation in Saudi Arabia. I have previously been working in HUED as the managing Director of the Innovation and Capability Building from 2016-2020.

TAMx Website: under development
TAM website: https://tamhub.com/
HUED: https://www.livehued.com/

## My LinkedIn profile:

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

## My social media channels:

https://www.instagram.com/tfageera_/, https://twitter.com/tfageera

## My educational background:

I'm an experienced Innovation, Service Design, and Business Strategy consultant. I lead multidisciplinary teams of researchers, experience designers, and developers to build Innovative and human-centered products, services, and experiences. I also I help clients build their Innovation engines and transform into becoming more Innovative and lean organizations while rapidly solving complex growth and business challenges.

I often cultivate my powers and energy from the creative minds of others. By investing in educating, coaching and connecting people through local design and innovation communities, I pursue my dream to build a generation of designers, innovators and problem solvers.

I first came to know about Service Design, in its holistic context, in 2012 when the "this Is Service Design thinking" book was released. However, I realized by experience in Designing services has started much earlier in 2008 when I joined Saudi Airlines as a junior product manager to work in one of the largest digital transformation projects that ever been held in the kingdom at that time, covering 400 locations worldwide. I had the privilege of working in designing various passenger and employee services, along with redesigning the service experience for the company's first mobile services. later on, I started applying design thinking and service design heavily in starting up a few ventures in the fields of Edutainment, IT services, Logistics, Tourism, and Education consultancies.

Later on, I joined HUED, the first innovation and service design agency in Saudi Arabia where I worked extensively over the past five years with many organizations in the government and private sector to design new services and accelerate the actualization of the Kingdom vision 2030

agenda that is mainly focusing on improving the quality of life here. Today, I'm proudly a manging partner in a new service design agency called TAMx, and working with many client n achieving the same goals.

My Educational Background:

I believe I'm fit for the term " multipotentialite" as I have an extremely diverse professional background and worked in many industries. My educational background includes the following:
- Executive Certificate In Strategy and Innovation, MIT Sloan, USA
- Master's degree in Business Administration (MBA), King Abdulaziz University, KSA
- Bachelor of Science (B.Sc.) in Computer Systems Engineering, University of Greenwich, UK
- Bachelor of Science (B.Sc.) in Computer and Electrical Engineering, MSA University, Egypt
- Professional Diploma in Digital Marketing, Digital Marketing Institute, Dublin
- Certified Innovation strategist
- accredited Agile Project Manager
- certified Trainer from the Saudi technical and vocational training corporation (TVTC)
- an accredited consultant from the Saudi Ministry of trade and investment
- ITIL v3 certified

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

Human-centered Design, Service-Dominant logic, Nudge theory and behavioral economics, Design Sprints.

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

- This Service Design Doing
- The Design thinking playbook
- Designing the invisible
- The experience economy
- Value proposition design
- UX strategy
- Org Design for Design orgs
- The Employee Experience Advantage
- Design for better world
- The Design of everyday things
- Nudge
- Buyology
- Relatively irrational
- Touchpoint magazines
- Systems thinking for social change

## I have X years of working experience in service design:

10

## I have particular experience in the following service sectors:

Aviation, healthcare, education, Public Services, e-commerce, telecom, Oil &gas, non-profit

## These are the service design projects I have successfully delivered:

- Establishment of HUED Academy
HUED Academy the first institute to provide training in Innovation management, Design Thinking, Service Design topics in Saudi Arabia, and in Arabic. I have personally developed over 6 training programmed and led the training of over 3000 participates across the region in various

topics including ( Service Design Masterclass, Innovation Bootcamp, Creativity Skills, Leading Innovation)

- Professional Service Design/Innovation Facilitator
Designed and delivered various design workshops to design strategic initiatives, products, and services. list of clients includes:
* Saudi Aramco, Saudi Telecom Company, Ministry of Finance, Ministry of Economy, Ministry of Commerce, Ministry of Media, General entertainment authority, Small & Medium Enterprises Authority, and many more.

- Employee Experience Innovation Lab
led 2 year project to establish an EX focused innovation center for a multinational leading organization that included designing the lab strategy, framework, toolkits, and over 30 new digital services

- SME Innovation center
led the establishment and operations of the 1st government innovation lab in Saudi, that focus on designing innovative services for the small and medium business. the project included the strategy building, framework design, toolkits, capability building, and designing of 16 new services.

- Riyadh Service JAM ( 2017-2019)
I have been leading the Global Service JAM chapter in Riyadh for the past 3 years, where Riyadh was the largest event globally with over 600 participants and 21 sponsors form the public and private sector. this is for me is one of the greatest professional and personal achievements and dearest to my heart. today the service jam is hosted under many affiliate partners in over 6 Saudi cities.

- Saudi Airlines Mobile App
I was the leader of introducing UX design and redesigning the end-to end service experience for SAUDIA mobile application in 2015

- IDRAC innovation center
led the establishment and operation of SAUDI Airlines first passenger experience innovation lab

- Our Teachers Crowdsourcing platform
worked as a freelance consultant and lead product manager to design and launch one of the first crowdsourcing platforms targeting national teachers ( around 500K) with the ministry of education in 2014

## I have provided service design training sessions and/or other educational experiences for X years:
7

## My philosophy as a trainer is:
I have never articulated my philosophy before, so thank you for the chance. I a big believer in the potential of human creativity and an optimistic advocate for design as a key tool to create a difference in our lives. I have witnessed how people can change their perceptions and obtain the needed creative confidence to make a difference. I engage my trainees in a very humble, fun, and, co-creative approach focusing on three main areas: Experience, Convention, and Empowerment. each program I design and deliver aim to deliver an unforgettable learning experience from the language I use, to the artifacts, and background music or magical surprises that we do. My goal is always to leave people with new realization that they can innovate and make people's lives better.

one of my most proudest feedback included:
" in over 35 years working in this organization, this was the first time I feel truly worthy and alive"
" I now know my purpose in life"

lately, for me training is not a job, it's a life purpose and mission to create future innovators who will build a better world.

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

year:

- total 3000 trainees between 2016-2020
- topics included: Service Design Master Class, Innovation Bootcamp, Leading Innovation, Creativity Skills, Digital innovation, Citizen Experience Design, Employee experience JAM
- Each program last on average 3 days, 7 hours each

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

Arabic and English

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

Saudi Arabia ad GCC countries

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
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Working with complex service systems
- Exploration of 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:

- UAE service factory ( mentioned in the Design thinking in house publication)
- local case studies from previous projects

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

- Empathy Mapping
- Personas
- Customer Journey Mapping
- Service blueprinting
- Ecosystem mapping
- Stakeholder mapping
- user interviews
- crazy 8
- brainstorming

- brain writing
- storyboarding
- JTBD
- KANO
- Rip & mix
- SCAMPR
- 6 thinking hats
- user stories

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

understand the power of service design and apply the learned tools in-house

## 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:

- Daily Evaluation form
- Daily reflection form
- Project Pitch
- recorded Testimonials
- Service prototyping and testing reflection

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

one of the most feedbacks that I received is about the timing, even though we spend long hours in each program people say it's not enough. I used that feedback to tailor various versions of the programs to be delivered in different formats ( online/offline/ Bootcamp or introductory sessions)

## 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:

• Global Service JAM

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

- Riyadh Service JAM
- Helped in the launch SDN GCC chapter
- Run a regular monthly talk with a local community of over 5000 participants in topics around service design, UX and business innovation
- I blog about innovation and service in Arabic and creating micro-content through my social media channels
- public speaker and advocate on service design in various platforms
- was hosted at one of the most popular podcasts in Saudi "Thamanya" with 1M listeners from the middle east to talk about the power of Service Design.
- Appeared in various Radio and TV shows as design and innovation expert
- currently working on launching a new podcast in Arabic focusing on Innovation and design topics

## I have participated as a speaker in the following events:

https://www.youtube.com/watch?v=VYH4ldBVNXU&t=13s
https://www.youtube.com/watch?v=usPCb04PRuk&t=1s
https://www.youtube.com/watch?v=DW0h_tPmPBo
https://www.youtube.com/watch?v=9K084Rf50Dc
https://www.youtube.com/watch?v=byiFIiE0irQ
https://www.youtube.com/watch?v=aV-pKWCE7Mk
https://www.youtube.com/watch?v=l9-AHyjds88&t=39s

https://www.youtube.com/watch?v=VYH4ldBVNXU&t=13s

https://www.youtube.com/watch?v=XPSah6-wvvg&list=PLxq_Jrnq6CL6pqcug5SCYglRG-QYeqsH_

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

Unfortunately, nothing is published in accredited journals, or in English. however, I frequently post on my Linkedin and Instagram accounts along with my blog at www.turkifageera.com

## Contact details:

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