	PRACTITIONER	PROFESSIONAL	MASTER
THEORETICAL KNOWLEDGE			
I have a clear understanding of what service design is - also in differentiation and relation to other approaches like service marketing, service branding, design thinking, user experience design, agile, scrum and lean.	✓	✓	✓
I am familiar with different definitions of service design and I can critically reflect on them and explain my own point of view.	✓	✓	✓
I understand the service design process, and I am familiar with the main methods and tools used during the different phases of the process.	✓	✓	✓
I am familiar with fundamental service design literature and I am able to cross-reference and make recommendations related to this knowledge.	✓	✓	✓
I am familiar with advanced service design literature, new research findings and a broad set of case studies from different areas, and am able to cross-reference this body of knowledge.			✓
I am able to clearly articulate the benefits of service design and contextualise them on a business case.		✓	✓
PRACTICAL KNOWLEDGE			
I am able to work professionally in service design projects, and can conduct research, co-create, and prototype within them.	✓	✓	✓
I am able to initiate and facilitate small service design projects.	✓	✓	✓
I am able to initiate and conduct medium-sized service design projects.		✓	✓
I am able to initiate and conduct relevant service design projects that aim at creating major improvements or innovations within organisations.			✓
FACILITATION SKILLS			
I am able to plan and facilitate exploration and co-creation sessions, and able to use the different visualisation tools appropriately.	✓	✓	✓
TRAINING SKILLS			
I am able to teach fundamental service design concepts and principles in a professional way.		✓	✓
I am able to provide participants a solid understanding of the "Why", "What" and "How" of service design and provide inspiring hands-on experience in using service design methods and tools.		✓	✓
I am able to provide advanced service design training to participants already familiar with service design, teaching them how to handle a professional service design project within an organisation, including change management, implementation and the politics of these.			✓
I am capable of supervising participants of advanced training sessions in applying service design within organisations.			✓
CONSULTING SKILLS			
I am familiar with the complexity of change processes that are initiated through service design projects.			✓
I know how to identify relevant stakeholders within complex systems and how to design the service design process to guide it towards implementation.			✓
I have practical experience with controlling service quality and measuring success after implementation.			✓
ENGAGEMENT WITHIN THE COMMUNITY			
I am actively engaged with the service design community.	✓	✓	✓
I demonstrate thought leadership within the service design community.			✓