

# Managing Service Design

## Overview

Drive business transformation with service design.

As the principles and practices of service design evolve, the technologies that drive innovation are creating a challenge for service designers and managers as they strive to generate customer value through product-service ecosystems.

There is a natural synergy between service design and design management, sharing three principles fundamental to their success: human-centredness, co-creation, and a holistic perspective. Some of the topics covered in this module include:

- ◆ How can the synergy between Service Design and Design Management be exploited to establish service design leadership in organisations, markets, and service design teams?
- ◆ How can service design teams better understand the business context and help drive service innovation?
- ◆ What do design managers consider when introducing service design capabilities that help an organisation move from a product-centric to service-centric mindset and approach?
- ◆ What are the competences and practices that design managers need to develop in order to succeed in the Service Design domain?

## Learning Goals

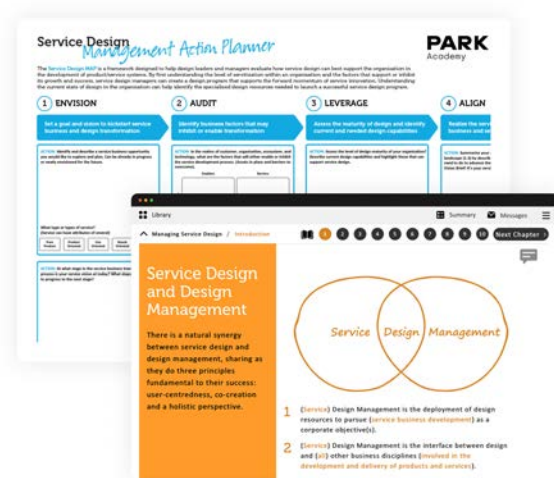
In this module we will achieve the following learning goals. You will be able to:

- ✓ Show an understanding of servitisation and the various types of product-service systems
- ✓ Gain familiarity with the principles and practices of service design that can drive success
- ✓ Explore a framework to align service design maturity with service business maturity
- ✓ Recognise the business context in which services either thrive or fail
- ✓ Gain an understanding of design management and the skills needed to successfully partner service design with the business

## Resources

Design for Humanity utilises our proprietary 'Service Design Management Action Plan' tool.

PARK training materials can be found in the Livebook, our e-learning application.



*“The skills of a Service Design leader should reflect the integrative, multi-functional nature of the practice.”*