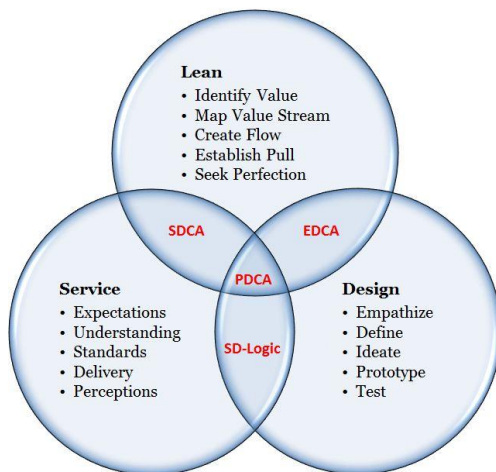


# Business901

## Lean Service Design Trilogy Workshop

Lean Service Design changes the way you think about business. No longer can companies only focus their efforts on process improvements. Instead, they must engage the customer in use of their products and services. We can no longer build and hope that there is a demand. We must create demand through our services and Lean Service Design is the enabler of this process. It changes our mindset of thinking about design at the end of the supply chain to make it look good and add a few appealing features. Instead, it moves design and the user themselves to co-create or co-produce the desired experience to the beginning of the supply chain.

In product design, there are two thoughts of design. One, the efficient development of products that solve problems for people and the other is to make products more appealing. Services were not designed but “grew and evolved” to sell a product. Many of us believe that all we need to do is create better, more innovative products, the Apple mystic? The product continues to be the primary focus of business. Can we stay ahead of competition by products alone? Or even with products in general?



We have used Lean to make products that are easy to use, manufacture and make money with.

Manufacturing is shrinking, and services have become the dominant force of business. Many companies are defined by their services, versus their product. There is a need for organizations to differentiate through service quality and customer experience. However, we still market services in much the same manner as we do products, through features and benefits.

Most Lean Managers lack the aesthetic quality of designers. Most Designers lack the metric driven approach of Lean. Many Service applications are not profitable. We typically think of Service as a verb or an activity that is consumed by our customers. We think of Service in forms of organizational functions

such as Engineering, Purchasing, Shipping, Marketing, Accounting, IT, Human Resources. When we set out to improve one of these functions, we look at how we do the work. We focus on our own activity.

While attacking services from this viewpoint may seem to be productive and worthwhile, it totally misses the point in design. If we intend to make services profitable, we must accept that customers do not care how we do our work. They might not even care that we are incompetent at certain functions. The carryover of product thinking that better, faster, cheaper wins is a total misnomer. The focus on our own activity encourages internal thinking and misplaces our priorities. Customers want us to provide a service to help them achieve a desired outcome. However, have we designed our services to demonstrate that value? The Lean Service Design Trilogy Workshop teaches us how to...

- Think of services as products or deliverables.
- Close the performance gap between customers and your organization.
- Create services that are countable, occur in discrete units and can be plural.
- Create services that can be part of a package.

“Great Products are nice, But Great Businesses add Services to them.” - [www.fastcodesign.com](http://www.fastcodesign.com)

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- Create services that are not only supporting but also self-supporting.
- Create services that can be cost leaders not cost losers.
- Create opportunities through services.
- Create revenue through services.

The workshop is based on this outline developed for the Lean Service Design Trilogy. We will use the Lean methods of SDCA, PDCA and EDCA as they relate to each discipline and the path between Service through SD-Logic (The Service-Dominant Logic of Marketing) to Design. Outlined below is the structure of the program.

## Program Outline:

1. **SDCA:** The 5 **Lean** Principles are discussed not in your typical Lean point of view of reducing waste. We view this as knowledge building exercise with continuous improvement through iterative cycles of learning.
2. **PDCA: Services** are discussed in the concepts of gaps and how to recognize, measure and improve them as part of everyday work.
3. **EDCA:** How do you innovate within the confines of everyday work? **Design** Thinking concepts are introduced and blended with the other components.
4. Putting the **Trilogy** together and empowering people to put these concepts into practice. You're the teacher now. How can you engage, implement and spread these ideas?

Each of the four parts above is further broken down into five components.

1. **Train (Instructor led):** Discussion of the philosophy and tools that are needed for the topic of discussion. It is not meant to be completely comprehensive, and you may have many questions on the tools or process. Many of these will be answered during the workshop when you actually implement the process.
2. **Explore (Group activity):** We will explore problems and try to reveal the as-is state. Here is where we try to understand the problem better.
3. **Ascertain (Group activity):** This step is where we find root cause, potential solutions. The outcome is to construct a new process and prepare for implementation of it.
4. **Implement (Group activity):** This is where we implement the countermeasures of the process outlining any additional training needed.
5. **Close (Instructor & Group):** We will summarize and demonstrate each group's findings.

If you would be interested in hosting this workshop, please contact me for additional information.

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