



# Lean Service Design Trilogy EDCA

## SALES

## Explore

## Do

## Check

## Act

### Appreciative

Discovery: Identifying your positive core the best of “What is”

Dream: Images of shared visions on how service product will function. “What might be?”

Design: Align values, structures and process into the ideal. “What should be”

Destiny: Co-construct sustainable learning competencies “How to empower, learn & adjust/”

### Focus

Design Strategy

Charter Teams thru Policy Deployment

Create strategy as an experimental design by identifying truly critical factors and their interaction effects .

Engage the entire team in conducting the experiment by formally chartering teams as needed.

Conduct the Experiment

Transform Organization through Training

Standardized work provides controlled conditions for execution of the experiment. Promote adherence through intensive training in teamwork and tools before initiating.

Check Progress in Real Time

Empower your team to check results and make adjustments in real time. Manage exceptions through your Leader Standard Work .

Build collaborative structure

Make new knowledge part of standardized work through PDCA embedded in daily operations.

Leadership Team (Value Stream Manger, Team Coordinator, Team Leader(s))

### Sense Making

### Analyze

### Locate/Empower

### Select

### Action Teams

### Action Teams

Identify the offering, the service product.

1. Consider Possibilities
2. Rank by impact
3. Evaluate top ideas
4. Define the Idea
  - A. Golden Circle
  - B. Uncommon Service
  - C. Use other avail. tools (VOC, Kano, Matrix)
5. Point of View Statement
  - A. Define need
  - B. Define Value
    1. Functional
    2. Emotional
    3. Social

Discover starting point.

1. Experience economy hierarchy , where?
2. Which iTeam?
3. Journey Map
  - A. Service periods
  - B. Points of Concern
  - C. User Perceptions
  - D. Design Goals
  - E. Constraints

Locate Team Members

1. Name
2. Position
3. Role

Empower

1. Develop initial Business Model Canvas
2. Outline Strategic/ Tactical Meetings
  - A. Report
  - B. Review
  - C. Plan

1. Finalize plans
2. Prepare for the cycle
3. Introduce the tactical project plan
4. Discuss the operations plan
5. Study the plan
6. Complete and confirm the EDCA plan
7. Manage visually
8. Weekly meetings
9. Daily 5-minute meeting (if reqd.)

The people that are accountable for these must be part of this process.

What is?

1. Regular work continues
2. EDCA Plan = \_\_\_\_%
3. Establish Gemba Walks
4. Empathy Mapping
5. Establish Customer Journey
6. Develop User Stories
7. Assess organizations ability to deliver.
  - A. SWOT/SOAR Analyses

What if?

1. Q-Storm
2. Brainstorming for Future Journey Map
3. Develop Multiple (7) Front & Back Stage interaction scenarios
  - A. Functional
  - B. Emotional
  - C. Social
  - D. Cost
  - E. Others

What wows?

1. Consider the top (7) Possibilities (Ideas)
2. Define the best ideas, key steps.
  - A. SOAR, SWOT, Kano
  - B. Deadline
  - C. Customer use
  - E. Customer need
  - F. Others
3. Rank by impact
4. Prototype top 3 ideas

What works?

1. Build a set of Leading Measures identified by
  - A. Small Outcomes
  - B. Leveraged Behaviors
2. Develop a system for
  - A. Accountability
  - B. Discipline
  - C. Awareness
    - Line of Sight
  - D. Clear the Path
3. Meet w/Leadership
  - A. Prepare for review
  - C. Analyze and score Development
  - D. Recognize Achievement
  - E. Review BMCanvas
2. Select best idea and move to PDCA

### Consultants Role

60 minute webinar introduction to Lean Service Design Trilogy

1 to 2 day workshop

Off Site Support for development of plan in first 30 days.

1 day Launch workshop

1/2 Day What's Next Workshop

Provide weekly Instruction/coaching in accordance to plan outline