

we are
serviceworks

Introduction to service design

For government, councils, charities and housing associations

A three part fun and interactive learning experience that introduces people to the principles and practices of service design and inspires them to give it a go!

Training for people working in not-for-profit organisations like charities, councils, housing associations and public services.

What is service design?

How does it apply to government and nonprofits?

An approach to creating and improving services that puts the perspective of the people who use them at the heart of decision making.

It starts with discovering the needs, aspirations and motivations of the people who use the service and joins this up with understanding business processes and constraints.

It's different from a more traditional approach, which often starts by prioritising the needs of the organisation, launching the new or improved service - then trying to fit the people into what's created. Often this results in services that people don't want, need or value.

Which is expensive.

What is service design?

And how does it apply to non-profit organisations?

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Course outline

Three short sessions (2 hours 30 minutes each), usually about 1 week apart:

- How service design applies to you and the difference it can make to your services
- Experience a mini design cycle
- Reflection and action planning

Join our next live, online open course.

Arrange in-house training, remote or in-person for up to 20 people

[Read course details](#)



— **Jess Gildener**
Third Sector Lab

“Our group of third sector folk loved the 'design a better lunch' activity.

I've never come across anything else that makes the whole thing come alive so well, and get the 'A-ha!' moments so quickly.”



— **Sarah Johnston, Chief Operating Officer**
Public Service Transformation Academy

“The sessions were really helpful in developing the confidence of our cohort of local authority commissioners to understand and apply user-centred design.

I've never seen anything that helps people grasp new concepts in such an engaging, fast and effective way before.”

“



— **Amanda Oliver, Project Manager**
United Welsh Housing Association

“This intro course has helped me to speak confidently about what user-centred service design is, and why we should do it - all in a really short space of time.”



— **Nicholas Giles, Agile Projects Lead**
United Welsh Housing Association

“I came away from the course with some techniques to bring more consistency to our discovery.
We've started reviewing our project process as a result”

Who this is for



- Professionals working in public service and non-profit organisations with little or no prior understanding of service design.
- Organisations where this forms the start of a new way of working and is followed up with other activities.
- Organisations like charities, councils, housing associations and public services.

What they gain

By the end of the sessions participants will:

- Have been introduced to approaches that deliver successful services, including the benefits of user centred service design in public services.
- Developed a shared language and understanding.
- Gained some practical experience of a mini design cycle.
- Reflected on what this means for the future shape of their organisation.
- Identified some immediate next steps, or micro-actions, to move their organisation towards a new way of working.

Delivered by



Jo Carter

SERVICE DESIGN DIRECTOR

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[LinkedIn](#)

www.weareserviceworks.com

Founder of Cardiff-based Service Works, Jo is an Accredited Master in Service Design.

Jo trains professionals in the government and non-profit sectors, bringing service design in-house and reducing dependency on costly external consultants.

A former local government employee, Jo founded ServiceWorks in 2014, fueled by a passion for improving public services. Her dedication has led to transformative partnerships across the UK, including with DWP, Audit Wales, The Pensions Regulator and the Welsh Government.

Her aim is to put the transformative power of service design in the hands of those shaping our public services.

What this is not

These sessions on their own will not shift culture.

They are designed to inspire and ignite curiosity and expose people to things that they may not know exist.

Think of it like the first dip of the toe into the water.

For example, they're a great kick start for a new **community of practice** or sit alongside the application of **new agile and user centred practices**.



Tailored programme



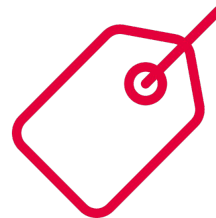
If some elements of this are of interest, but it's not quite hit the mark, we can create a pick and mix of what's on offer.



We can also tailor the content to your specific needs.

E.g., we can change the subject for the mini design challenge to something sector specific, or we can tie it in with other training needs.

Pricing



In-house

All three sessions, delivered in-house with your group of up to **20 people** for a total of

From £3,750 + VAT

Equivalent to approx. £60 /person /session

Mixed cohort

If you don't have 20 people to fill a cohort, get in touch to register your interest for one of our mixed cohorts.

**From £300 +
VAT**

Next steps

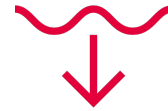


Review the [course details](#) below

[Book your place](#), or

[Book a call](#) with Jo for an informal chat about your options..

Check our [schedule](#) to find suitable dates for in-house delivery.



If you're looking for a deeper dive, check out [Service Design in Practice](#) for a more in depth learning and development programme.

Session details

Session 1: theory



This first session brings to life some of the key concepts and approaches that organisations use to deliver successful public services.

We consider the opportunity presented by different ways of working, including examples.

Participants co-create a service design case study library that is relevant to them.

- Why design services?
- What is service design?
- Understanding the problem.
- Finding a solution.
- Balancing the needs of users, the organisation and fixing the problem.
- Customer focused vs. customer centric.

Session 2: practical



People learn and retain information and ideas better if they experience things first hand.

We take participants through a 'mini design cycle' so they don't just hear the theory - they get to experience it. We use the subject *"Design a better lunch experience"*.



People leave with a deeper understanding of why and how user research is useful to help to uncover hidden motivations, values and aspirations or reveal your own unconscious assumptions about others.

Session 2: practical

Participants work in pairs and practice:

- Interviewing for user research - digging deep to understand underlying motivations, emotions and stories
 - Identifying user needs and insights
 - Articulating user stories
 - Rapid idea generation
 - Improving design ideas based on feedback
- Sharing prototypes and getting feedback
 - Evaluating prototypes asking:
 - What worked well?
 - What could be improved?
 - What new ideas do we now have?
 - What further questions do we now have?

Session 3: Reflection & action planning

In the final reflection and action planning session we guide participants to think about and share their experiences in the first two sessions; what it means to them now and in the future.



“Without reflection, we go blindly on our way, creating more unintended consequences, and failing to achieve anything useful”

— Margaret Wheatley

Participants consider what micro-actions they could take to move their organisation towards a different way of working.

This important part of the learning journey gives time and space for teams to think about how they will apply their learning.