triangility

Workshop

SERVICE CO-CREATION

Collaborative value creation through bespoke experience design

🕐 2 Days   💻 Delivery: Online or Onsite ||||| Product Code: SCC

✓ CEO & Directors   ✓ Business Manager   ✓ Technologists & Digital Experts   ✓ OD Experts

DESCRIPTION

In an Experience Economy, providing great products and services is no longer enough. Instead, businesses have to develop highly personalized, human-centric experiences around their offerings based on the current and emerging needs of their customers to remain competitive and achieve sustainable success.

The most effective way to create bespoke service experiences is through the integration of diverse stakeholders into the service design process itself. This co-creative approach allows for unexpected customer insights to inform organizations how their services have to be adapted or newly created to stay meaningful and valuable for their buyers in the future.

Integrating a customer-focussed Outside-In approach into the Inside-Out service design process forms a holistic service innovation strategy that helps companies develop new and successful service solutions by empowering consumers to become their own experience creators.

Specifically designed for business leaders, this workshop will demystify business sustainability and provide insight as to why now, more than ever, it's time to create a new "business normal" that delivers value for all stakeholders. Besides gaining insights into global, technology and consumption trends, you will learn how to create products and services that increase profits, contribute to societal wellbeing, and allow for the planet to flourish - all at the same time.

TAKE AWAY

• You will co-create new services that provide outstanding customer experiences at lower risk and cost, using an Outside-In service design approach

• You will tear down organisational silos to inspire cognitive flexibility and cross-functional collaboration within and beyond the boundaries of the business

• You will learn how to lead a co-creation process to apply it again and again, both as individuals and as a team, using industry-proven frameworks and practical tools that reliably catalyse creativity and innovation
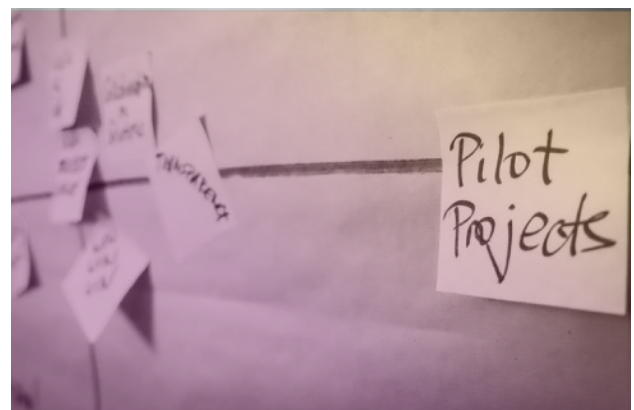
OVERVIEW

The Learning Journey starts with a carefully curated Insights Survey that you will use to interview a selected customer or partner about your services and their needs. Based on the results of this pre-assessment, we customise the contents of the Co-Creation Journey to your specific situation to ensure maximum value of the training for you and your customers. Each of the three learning sprints is executed in 4-6 iterations of 2-3 hours virtual collaboration, or in 2 full days live.

Sprint 1 - Co-Create

This sprint is designed to identify at least one new service idea based on a shared understanding of current as well as future customer needs. We will strategically break up silos within your organization to combine diverse ways of thinking and inspire innovative client experiences. Based on the findings from the Insights Survey, we will work with personas and a hypothesis approach to define at least one specific new service solution in relation to the pains and desires of your target group.

Sprint 2 - Co-Build

In this phase, the service idea(s) identified in the first sprint will be refined and developed in a co-creative prototyping process between selected customer groups and the service development team. This participatory approach reduces development risk by testing new services with at least one real client through an integrated feedback process to validate the value you provide.

Sprint 3 - Co-Scale

The last sprint is dedicated to the development of a growth roadmap, using a scalable sales architecture for the new service solution(s). Following a structured growth hacking plan based on the strategies of the best service providers worldwide, your tried-and-tested offerings can be sold to existing and new customer groups in an efficient way.

METHODS & PHILOSOPHY

This Learning Journey is based on 3 integrated elements: Classroom training, Social peer-to-peer learning, and On-the-job education. That means that in each of the 3 Service Co-Creation sprints, our experienced coaches and facilitators provide practical insights around innovate service development strategies in a live training session. This know-how will then be further developed and deepened in self-organised and self-paced learning groups. Since practical application is critical for real personal and organisational development, we provide a selection of carefully curated templates, tools and exercises that participants can use individually or together with their teams in everyday business to sustain and share their new knowledge and capabilities.

DELIVERABLES

'Connect + Team Alignment' Session
Insights into the influence of global, technology, and consumer mega trends on your business model
Analysis of the beliefs and value structure of your current and future customers
Development of a detailed Buyer Persona Profile
Creation of a Service Value Map
Formulation of a high level Value Statement
Finalisation of a clear and concise, New Service Messaging Statement
Business Model Investigation
Application of our Northstar Framework
Definition of MVP

CONTENT & FLOW

Introductory Session

In the first session we will support you to develop a common understanding and goal for your Service Co-Creation Journey. After we have provided and guided your through the instructions of the Insights Survey that you will use to interview a selected customer / partner about your services and their needs, we will use the results of the survey as a baseline for the new service idea(s) that we will co-create throughout this Learning Journey. By exploring best practices from leading service providers and analysing the technical possibilities of your organisation, we will develop a structures process that you can apply time and time again to create new, customer-centric services based on the following questions:

- What value do you want to provide for customers (external focus)?
- What pain points, desires, and needs do your customers have?
- What joint objectives, commitments, resources and risks does your team have when it comes to Service Co-Creation in general?
- What specific roles, structures, processes, tools, and practices will allow your team to effectively and efficiently co-create new service solutions?
- How can you re-work your business architecture to allow for more agility in the Service Co-Creation process?
- Which people should attend throughout the service co creation journey ?
- Why do you need to invest in building digital capabilities, and which technological investments should you prioritise?

Sprint 1: Co-Create

In the first sprint we will develop a high level overview of the current economic landscape, then turn our focus inwards and towards your current business operations, and how your products and services have to evolve to stay relevant for the changing needs of your customers. Using the following prompts, the goal of this session is to create a clear value statement of your new service solution(s):

- Which digital / mega / consumption trends are most relevant for your organisation and the way in which it develops and provides services?
- How might these trends affect you as a leader as well as your team / department / industry / the economy as a whole over the next 6-12 months?
- How might these trends impact the needs / mindset / behaviours / consumption patterns of your customers over the next 6-12 months?
- What do you have to remove / change / add to the services you provide today in order for them to still be relevant in 6-12 months?
- What can be possible roadblocks that might hinder you from successfully adapting your current service solutions?
- What can you learn from diverse industry leaders in terms of how to turn services into experiences?
- What kind of personas are you targeting? What jobs and tasks do they have? What problems do they face, and what would be of value to them?

- For what reasons do your customers currently buy your products and services, instead of any other? What values and beliefs shape their buying decision?
- Based on the trends examined, what products / services will your customers need in the future, how will they want to experience them, and what barriers might they face in attempting to do so?
- What products / services do you currently provide? What value do you create, and what problems do you solve? How may that have to change based on the changing needs of your customers?
- Looking at your current offerings and clients in the light of the relevant digital; / mega / consumption trends we identified: How can you state the new solutions you want to create in a concise value statement?

Social Learning:
Define a clear and concise service statement and conduct an analysis of its' current and future market potential.

Sprint 2: Co-Build

After our creative brainstorming, we will become more concrete around the specific features of your new service solutions, as well as the desired business outcomes you'd like to achieve through them. Based on the guiding questions below, the goal for this session is to create a precise outline of your service idea and develop a comprehensive roadmap for testing it:

- What's the elevator pitch for your new service idea?
- What intention (North Star) will guide your service development process?
- What metrics are appropriate for measuring how and to what extent your North Star was reached?
- How much potential does your new service idea hold?
- What key partners, key activities, and key resources do you need in order to deliver the service?
- What influence do your customer relationship management, distribution channels, and customer segments have on the desirability of the service?
- How do cost structure and revenue streams impact the viability your service?
- Which assumptions do you have around your new service solutions? If you'd formulate them in hypotheses, what would you have to do to test and verify them appropriately?

Social Learning:
Test your service hypotheses with one real customer to derive the perceived value contribution of your new service, the effort involved in consuming the service, and the cost in relation to the benefit clients get from your service.

triangility

CONTENT & FLOW

Sprint 3: Co-Scale
Finally, we will use the learnings from having tested your service idea to create a minimum viable product out of it that you will prepare to roll out within a pilot project as the first step towards scaling it:

- Which established, emerging, and not yet existing markets can you tap into with your service solution?
- Which established, emerging, and not yet existing technologies may enhance the delivery of your new service?
- How does your new service idea fit into your existing business model? What will you have to remove or change in your current operations in order to allow for the idea to be scaled?
- What new knowledge, capabilities, activities and resources do you have to add to your business model for the new service solution to succeed?
- How might organisational values, assumptions and beliefs create resistance towards realising the new service idea? What can you do to overcome the resistance?
- What are the key performance indicators that will define the success of your service idea?
- How can you foster your corporate social responsibility through your new service solution?

Social Learning:
Using our 'Taking Action Template', define as a group who will do what within the next 72 hours to start scaling the new service solution

What comes with it?

(1) **Best-in-class facilitation:** Our coaches and consultants have collaborated with diverse clients such as LinkedIn, BMW, BASF, Bosch, Tesla, Amazon, and Google, helping groups of 5 to 100+ participants in mid-sized to large companies in more than 50 countries to adopt the principles, competencies, and practices of New Leadership.

(2) **Instant outcomes:** We guide your team through a bespoke ideation process that allows them to identify new service ideas and steps how to implement them within the first workshop to achieve quick results.

(3) **Carefully curated processes and tools:** Our experienced Service Designers and CX Practitioners have curated a tried-and-tested Co-Creation Process and Toolset that helps you catalyse innovation in a structured and effective way.

(4) **Empowered collaboration:** Whilst learning which new services to create, your team will also adapt the meta-skill of 'how' to collaborate for innovation through self-directed collaboration in peer groups.

OUR TRAINERS

Christian Hoedl
IT Entrepreneur, cert. Agile Leadership Coach, Expert in Data, Analytics & AI

Robert Schaffner
Co-Founder of triangility, Consultant, Facilitator, Speaker & Service Design Hero

ABOUT US

triangility is a vibrant community of Learning Designers and Leadership Experts from diverse disciplines who join their forces to pursue on one common goal: To empower positive transformation in people and organisations through the principles, competencies, and practices of New Leadership.

We believe that the world needs more than just great management. It needs human-centred innovation. Diversity and liberated workplaces. More dialogue than discussion. Digital and technological savviness. Responsibility beyond profits. Systems thinking and agility. Culture consciousness. The creativity of all.

CONTACT

www.linkedin.com/company/triangility

welcome@triangility.com

Website contact form