

ONLINE SERVICE BLUEPRINTING

Prospectus

o))) 3x 3-hour live
virtual sessions

DESIGN
THINKERS
ACADEMY
LONDON



Delivered by
DK&A

AT-A-GLANCE

Build and advance your knowledge in service blueprinting through our interactive, live online course. You will learn valuable techniques around this method and put them into practice with the guidance from our expert coaches. You will leave with the skills to build service blueprints and the knowledge of how best to adapt them to diverse contexts and applications, responding to particular project requirements.

3

ONLINE LIVE
SESSIONS

4.3/5

COURSE
RATING

99%

OF ALUMNI
RECOMMEND
OUR COURSES

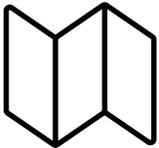
[Register here](#)



DISCOVER THE PROGRAM

Register here

Service Blueprints are a critical method for understanding the people and processes that make services work, and mastering them can help organisations deliver great customer experiences, reduce costs, identify potential points of failure and improve existing processes.



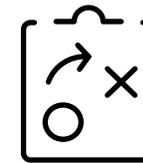
Day 1 THE PURPOSE AND BASICS OF SERVICE BLUEPRINTING

Learn about when and why you might use service blueprinting and how to build a basic blueprint. Day 1 is focused on giving you everything you need to get started with understanding and visualising an existing service.



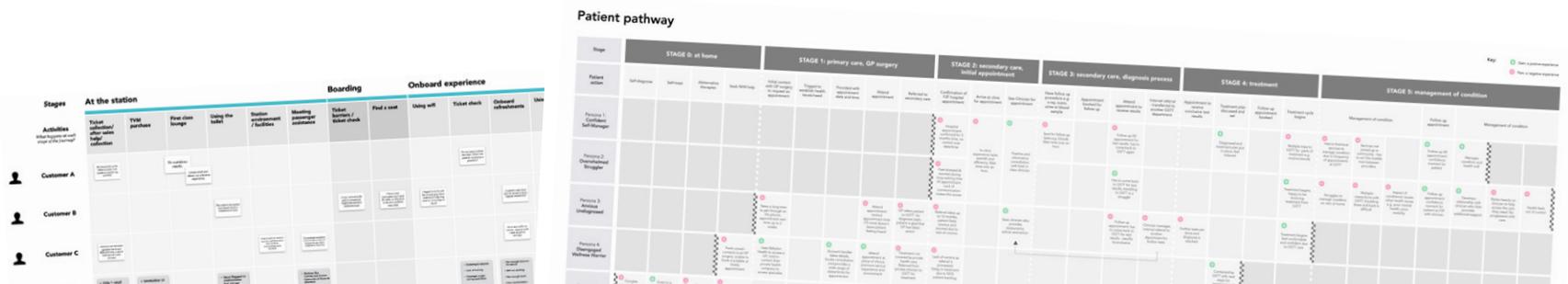
Day 2 IDENTIFYING CHALLENGES AND OPPORTUNITIES IN AN EXISTING SERVICE

Learn how to tailor a service blueprint to your specific, organisational needs and identify its critical elements. Day 2 helps you better understand how people experience your service, and identify its challenges and opportunities through visualisation in a service blueprint.



Day 3 DESIGNING A BETTER SERVICE AND EXPERIENCE

Learn how to explore opportunities for service improvement and how to design an improved future service. Day 3 completes the course with techniques and ideas for successful implementation of a service blueprint of a new or improved service.



WHO IS IT FOR?

[Register here](#)

This course is for those who have already completed introductory training in Design Thinking and want to explore one of its essential methods in more depth. It is for anyone who wants to be able to design a new service or improve an existing one.

“The coaches/
facilitators at the Design
Thinkers Academy
London are masters of
their art. Hands down
the best training course
I have ever been on.”

Bee, Partner, The Pioneers

“I was after something to fundamentally
change how I look at and think about
work. 101% success.”

James, Head of Mobile and Online Banking, Santander

“These skills will go with you anywhere;
invest in your future – you’ll think of the
world differently – do it.”

Gary, General Manager, GS1 New Zealand

“The Design Thinkers Academy London
is all you need to start changing your
company’s design culture.”

Miquel, Design Director, Technicolour



MEET THE TEAM

Our Faculty of Coaches are expert practitioners at the forefront of design and innovation. Many coaches balance leadership roles in business with their teaching for the Design Thinkers Academy London.

David Kester

Managing Director, Design Thinkers Academy London

David Kester leads and advises on complex innovation projects for government and industry, pioneering new ways to turn social and business challenges into innovation and enterprise. Formerly chief executive of both the Design Council and D&AD, David is also an honorary professor at Warwick Business School.

Craig Fallowfield-Tomkins

Service & Experience Director, Design Thinkers Academy London

Craig has extensive experience working as a Service Designer within design agencies and global management consultancies. He develops service prototypes and delivers trend insights. Trained as a Transport Designer, Craig graduated from the RCA with a MA in Service Design. He now specialises in users' human-centred needs.

Goldie Chaudhuri

Design Director, Design Thinkers Academy London

Goldie is the Learning Designer at Design Thinkers Academy London. Her experiences include working with Microsoft innovation labs, sustainable design research, and product design for digital and educational start-ups. She has also been a visiting tutor at the RCA and Imperial College.

Mo-Ling Chui

Educator, Creative Strategist, Facilitator

Mo-Ling is a Creative Consultant and Facilitator for companies, brands and multidisciplinary projects. She is the Course Leader for Design Management at LCC and has worked on integrated marketing campaigns, large-scale brand activations and exhibitions with agencies and events including the Olympic Games and World Expos.

Simon Gough

Associate Service Design Director, Design Thinkers Academy London

Simon Gough is an experienced design consultant, facilitator, trainer, speaker and writer with clients ranging from FMCG companies to central government. He delivers the core pathway for the Ravensbourne MDes in Service Design Innovation and is also an Open Data Institute Registered Trainer.

[Register here](#)



THE DETAILS

Register here

Technical setup & requirements

This workshop will take place in an online setting, via Zoom for voice and video conferencing, and via Mural for visual remote collaboration.

- The best way to access these tools is via a desktop computer or laptop with a strong internet connection (minimum recommended speed 1 Mbps).
- Phones and tablets are not recommended.
- Your computer will need microphone & webcam capabilities.

More information will be provided in a welcome pack, that will be sent to you before the course commences.

More about Design Thinking

The impact of design is becoming more and more recognised, with recent studies showing that companies that are most skilled in executing design principles achieved 32% more revenue and 52% more total returns to shareholders, whilst design-led companies outperformed the S&P index by 219% over 10 years.

Have a look at these to find out more about Design Thinking:

[Harvard Business Review article](#)

[Harvard Business Review video](#)

[A 15 minutes TEDX talk by Catherine Courage on igniting creativity](#)

[The Power of Design Thinking with McKinsey](#)

Price

We offer a limited number of early bird tickets on all our courses.

To see current available ticket prices, please follow this [link](#).

About the Design Thinkers Academy London

We are the Design Thinkers Academy London, a training organisation for business, specialising in collaborative innovation. We bring with us the systematic methodology of Design Thinking, a structured and evidenced approach to learning. We provide time and space for teams and individuals to be inspired and challenged, to learn by doing and finally, to strengthen their ability for creative problem solving. We organise live courses, online courses, events, lectures and personal coaching programs.

Some of the companies who have attended our courses

Google

P&G

RBS
The Royal Bank of Scotland

SAP

Coca-Cola

MasterCard

Ministry of Justice

L'ORÉAL

THE CLIMATE GROUP

HS2

orange

GREENPEACE

NHS

Cartier

innocent

AMERICAN EXPRESS

DESIGN THINKERS ACADEMY LONDON & YOU

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