Meta Service Design Framework



The Meta-Service Design framework focuses on the construction of the engines that make up the culture and not on the design or repair of a specific service, this way it uses the traditional organizational values as leverages instead of directly fighting them. Some of those values are:

- The constant pressure for short term results
- The internal competitiveness
- The pressure for always getting recognition
- The habit of externalizing intelligence
- The pressure cooker of time-to-market clocks.

In each of the stages of the framework, these and other values are explored, instead of fought heads on. This creates a friendly corporate interface to Design and allows it to gain gradual relevance in the agenda of the organization.





The School for Service Innovation



Show





Example **T**

Sustain /



Setup



DIY Avatars





Know

Engage business units in the construction of the "action-toolbox", which will hold approaches to day by day corporate chalenges

Champions selected, capacited, turned into believers and equipped with the right tools to transform the approach to projects in their business units.



Construct

Know

Construct

- P 202 -

Develop a results oriented showcase, capitalizing over the results obtained in projects the champions are involved or scenarios used to capacitate the collaborators on the Construct phase.



Show

Design process that aims to sustain design as a leading mindset and that can be managed by internal resources.





Sustain