



### Workshop Overview

Service Design is a creative process that yields a business result. The capacity to innovate new concepts and to build and launch new solutions for customers in just a few days has become a necessity for organisation. Teams that can problem-solve together have the competitive edge. This workshop will lead your team through the latest innovation processes. We do this in an immersive, hands-on format that is widely used by start-ups to quickly design and launch new products.



### Benefits

This course will help you to become familiar with service design and agile methodology/ approaches to NPD and appreciate the benefits and principles of good management. The service design process learned and adopted correctly will significantly improve your product success rates and drive revenues. You will leave equipped with a strategic process.

### Outcomes & Content

- ✓ What service design is about
- ✓ Who is involved in service design projects
- ✓ Service design approaches
- ✓ Why service design is so relevant today
- ✓ How it's practiced



### Who should attend ?

Managers and executives, irrespective of function, who are or expect to become involved in the development of new products and the innovation process within their organisation.

