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A4Q Business Service Design Course with Online Exam

Duration: 3 Days   **Course Code: BBSD**

Overview:

Our **Business Service Design** course is ideal for anyone engaged in designing services offered to internal or external clients. The course explains and links the four key mindsets required for effective service design and organisational success.

Target Audience:

The **Business Service Design** course is for anyone working on business change initiatives, in particular: Business Analysts; Business Service Designers (including Business Designers and Service Designers); Product Managers; Business Architects; Business Engineers; Solution Architects; User Researchers; Portfolio Managers; Programme Managers; Project Managers and Business Change Managers.

Objectives:

■ This **Business Service Design** course takes you through the four key strands of thinking leading to innovative, customer-centric business change: Systems Thinking, Service Thinking, Design Thinking and Lean Thinking.

■ The course discusses how these four strands of thinking are interconnected and how they collectively support effective business change. You will develop an understanding of how to apply key business service design techniques.

Testing and Certification

During this three-day course you'll receive all the training you need to prepare for the examination leading to the A4Q Certificate in Business Service Design. This is one of the mandatory modules for the new internationally recognised [A4Q Service Designer qualification](#).

All delegates attending a classroom, virtual classroom or online course, sit the examination (ratified by global certification body iSQI) remotely using an online proctoring service. This examination consists of 40 multiple-choice questions with a pass mark of 26/40.

Content:

During this course, you will cover:

- **The 4 core thinking approaches of Business Service Design:**

- Systems thinking

- Service thinking

- Design thinking

- Lean thinking

- **Business Service Design and business strategy execution**
- **Systems thinking practices and techniques including:**

- The classes and characteristics of systems

- Reductionist thinking

- POPIT(TM) and the Business Model Canvas

- **Service thinking principles and concepts including:**

- Co-creation of value

- Service ecosystems

- Service blueprints and Value streams

- **Design thinking techniques including:**

- The Design thinking Double Diamond

- Empathy mapping

- Customer journey mapping

- Service blueprint

- **Lean thinking principles and concepts including:**

- Quality control and quality assurance

- SIPOC

- Kaizen

- Waste identification techniques

- **Lean improvement lifecycles: PDCA, PDSA and DMAIC**
- **Organisational agility definition, elements and domains**
- **Organisational culture and business agility**

Additional Information:

The **Business Service Design** course forms one part of AssistKD's Service Design training programme which includes courses on CX Analysis and Design Thinking . It is one of the mandatory modules for the new internationally recognised A4Q Service Designer qualification .

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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