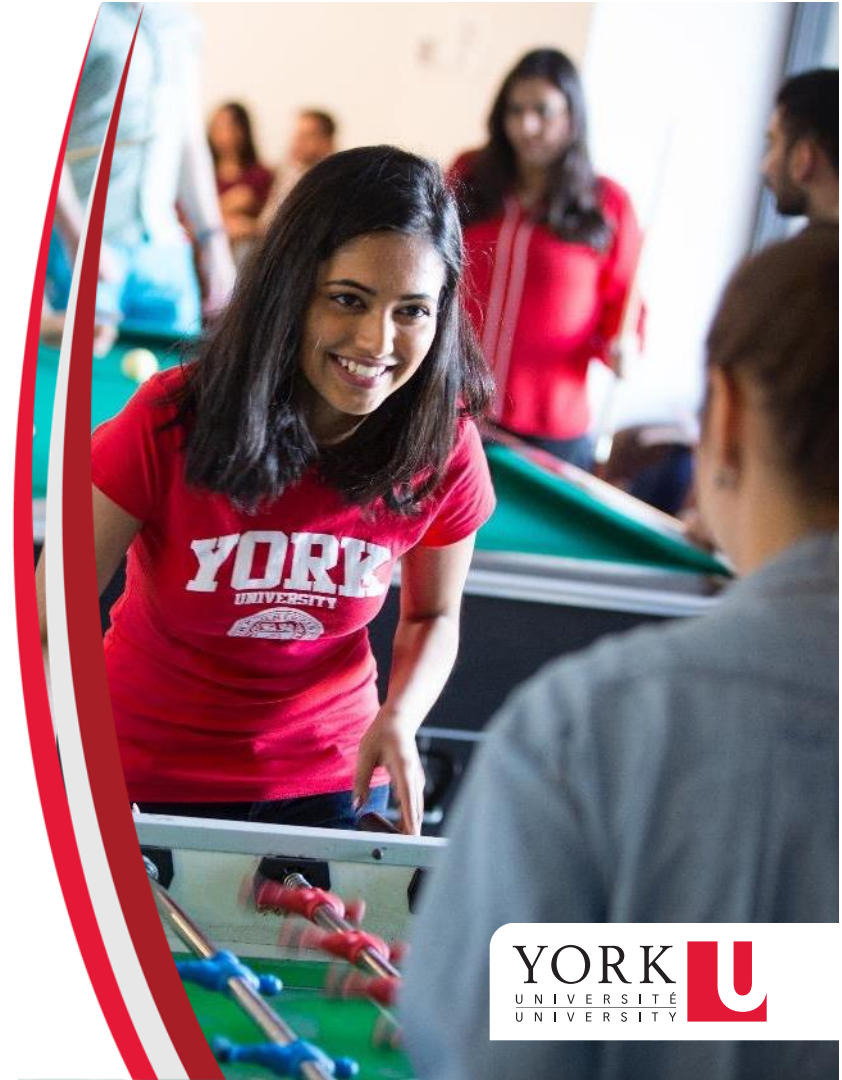


Student Service Excellence Level 1: **Understanding the Mindset of** **Service Design**

Division of Students PD Week
Presenter: David Ip Yam (he/him/his)

July 21 & 23, 2020



Agenda

- 11:00am** Welcome & Service Excellence (*15 min*)
- 11:15am** Learning About Service Design (*10 min*)
- 11:25am** Discussing the Mindsets (*40 min*)
- 12:05pm** Influencing Service Systems (*15 min*)
- 12:20pm** Selecting a Client Experience Moment (*5 min*)
- 12:25pm** Wrapping up (*5 min*)

Welcome & Introduction

15 minutes

Service Excellence Level 1: Understanding Service Design Mindset



What Service Excellence is All About

“Embracing a culture of service excellence, in which we all are responsible for supporting each other’s success”

– *UAP 2020-2025*

Student & staff desires and needs

“Fewer manual transactional tasks.”

“Fully integrated systems.”

“A mix of self service.”

“More personalized communication.”

“Consistent high standards across services.”

“Less duplication of processes.”

“Oneness, not silos.”

“We need to understand each other.”

“Acknowledge the impact of how we treat one another.”

“Help each other maximize the value of our time.”

“Work with us to achieve the best result”

“Ensure that information is accurate and consistent when we need it.”

“Help us navigate York.”

CHAMPIONING SERVICE EXCELLENCE

FOR STUDENTS, OURSELVES AND THE YORK
COMMUNITY



Respect
one another

Value each
other's time

Help each
other
succeed

Always do
your best

Typical Service Excellence Journey

Foundation

- A service framework & methodology exists and is known and understood by all
- We identify and segment our student populations based on their needs, desires and values
- We communicate with these groups in a variety of ways
- Feedback processes and mechanisms in place

Advancement

- Service excellence plan is linked into strategic plan, defines the student experience, with a plan of how to deliver and measure the experience
- Institution is aligned to the needs and values of its student groups
- Student requirements are identified, analyzed and communicated to staff
- Standards exist and become a core part of how individuals and teams work

Service Design for Service Excellence

10 minutes

An Overview

Service Design for Service Excellence



Service Design:
Mindset, tools, and method



Service Excellence:
The culture we're co-creating



NN/g

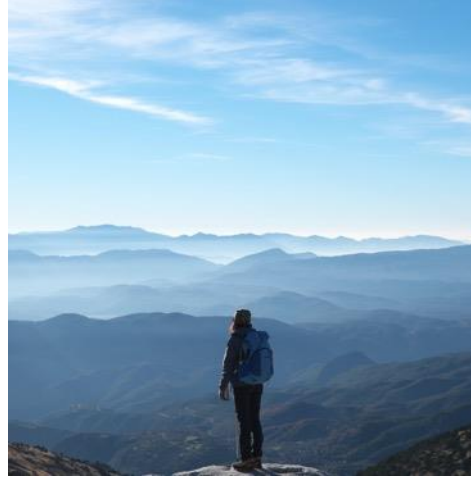
Service Design

To view video, navigate here: <https://www.nngroup.com/videos/why-service-design/>

Service Design is a Human Centered Design Method



Take the time to deeply understand your clients



Boldly explore opportunities to better meet client needs



Get feedback from your clients early and often

Service Design is a of Tools

The Student Service Excellence Toolkit features four sections of tools to help embed service excellence into our fabric:



Foundational

"Help me understand the guiding mindsets, principles for SSE."



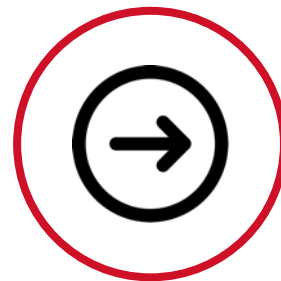
Understand

"Help me better understand the client / student experience."



Improve

"Help me explore ways to improve the client / student experience."



Act

"Help me start making a difference and measure the impact of my efforts."

Use the Toolkit

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STUDENT SERVICE EXCELLENCE TOOLKIT

COMMITTING TO EXCELLENCE

Tools to embrace a culture of service excellence, in which we all are responsible for supporting each other's success

excellence.students.yorku.ca



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Today's Focus



Foundational

"Help me understand the guiding mindsets, principles for SSE."



Understand

"Help me better understand the client / student experience."



Improve

"Help me explore ways to improve the client / student experience."

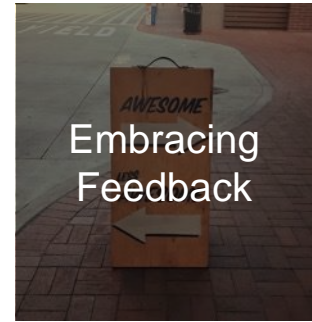
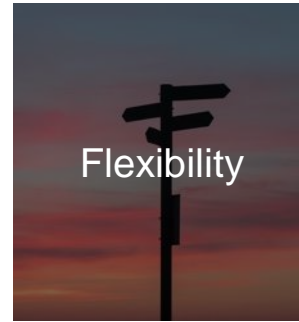
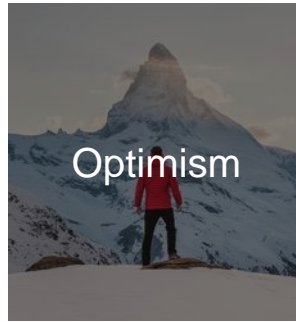


Act

"Help me start making a difference and measure the impact of my efforts."

Service Design is a Mindset

What is it: The underlying attitudes behind service design. How you think about service design directly affects whether you'll arrive at innovative, meaningful impact.



Service Design Mindsets

40 minutes

These mindsets are key to creating a culture of service excellence

Three guidelines for the breakout sessions

- **Tell your truth:** Paint a picture of how you see things; you are the expert on your part of the service system; there is no other way for us to know what your world is like.
- **Listen carefully to others:** Actively listen with an open mind and heart; discover your colleagues' worlds, their feelings, the issues they're facing; respond in a deliberate and compassionate manner, or simply process what's being said.
- **Mind the time:** 6 minutes per breakout, 2 – 3 ppl per room.

Use these prompts to discuss two mindsets at a time

1. What possibilities do these mindsets create for a culture of service excellence? For whom? To what end?
2. What tends to support these mindsets at work for you? What tends to hinder them in your experience?
3. *When there's only 1 min left in the breakout session:* What's 1 thing you can do embody this mindset, if at all?

Key Mindset: Growth Mindset

Reach higher levels by embracing challenge (e.g. we don't know YET) and seeing 'failure' as a learning & development opportunity.



Key Mindset: Optimism

Believing not only that services can be improved, but also that you have the ability to affect positive change.

Optimism & Growth Mindset

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- *When there's only 1 min left in the breakout session:* What's 1 thing you can do embody this mindset, if at all?

Key Mindset: Empathy

Being able to see the world from your clients' perspectives and begin to understand their needs and pain points.



Key Mindset: Collaboration

Recognizing that working together with people with diverse perspectives, knowledge and skills to tackle a problem results in better, more holistic solutions.

Empathy & Collaboration

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Key Mindset: Flexibility

Being OK with not always knowing, adapting how we solve problems based on evolving information, and realizing that the way we do things shouldn't always be the way we continue to do things.



Key Mindset: Embracing Feedback

Making it a priority to continuously seek out, listen to and reflect on feedback will only serve to help us improve the way we do things.

Flexibility & Embracing Feedback

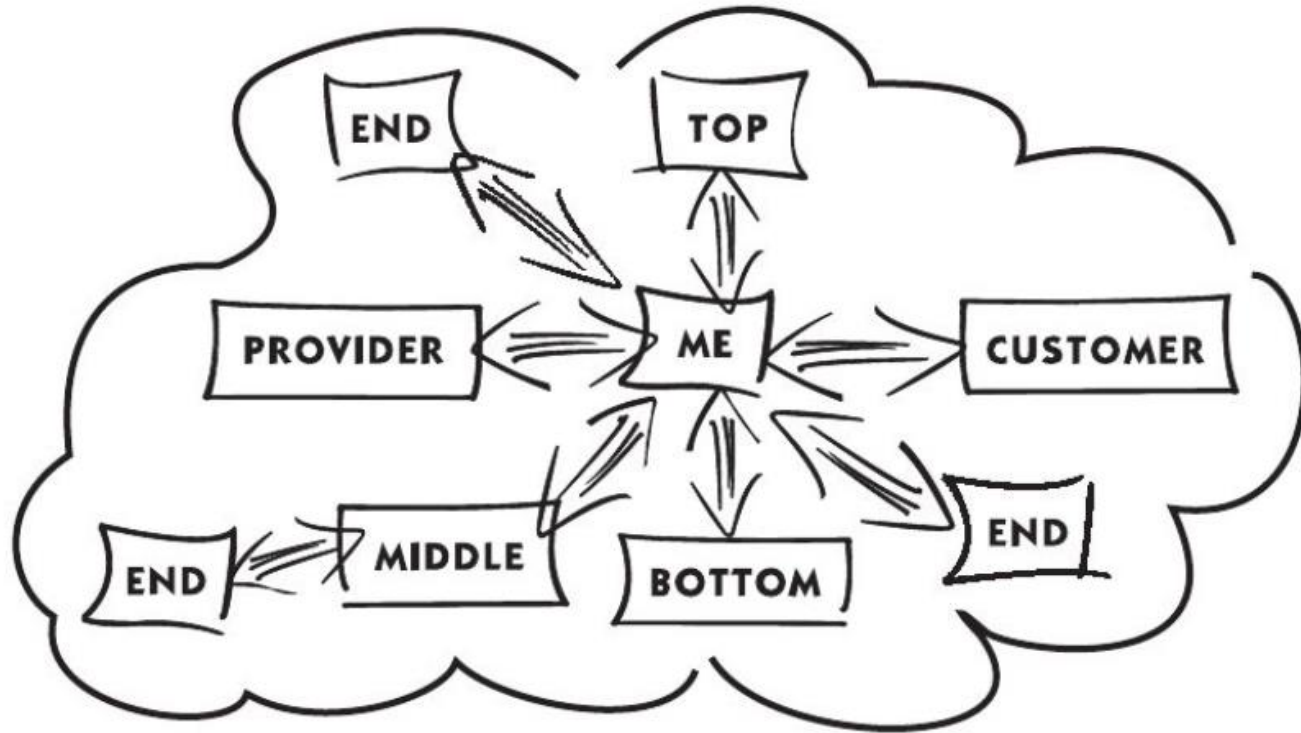
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Influencing Service Systems

15 minutes

Inspired by Barry Oshry: **Seeing Systems: Unlocking the Mysteries of Organizational Life (2007)**

Seeing systems, Oshry (2007)



What can we do to positively influence?

Oshry's (2007) research says:

1. Monitor our own behavior by paying attention to the relationships we are in.
2. Coach one another. Build it into our system.
3. Take a stand for partnership. Respect and use our differences toward the successful resolution of our joint efforts.
4. Pay attention to our feelings: Burdened, oppressed, unsupported, can't please anyone, unreasonably judged, feeling done-to, etc.

So what?

1. Model our *Service Experience Principles*.
2. Leverage your *IDPs & PDPs*.
3. Use *Team Objectives* to make collaborative, iterative improvements for clients.
4. Practice emotional intelligence (EQ/EI).

BONUS

Learn more about Service Design, attend Level 2!

Selecting a client experience *5 minutes*

For Student Service Excellence Level 2: Designing Improved Services

Criteria for selection

Before level 2, pick a client experience to work on:

- You have some control over how it unfolds;
- You already know a lot about the client; and,
- There's a clear beginning, middle, and end to the client experience

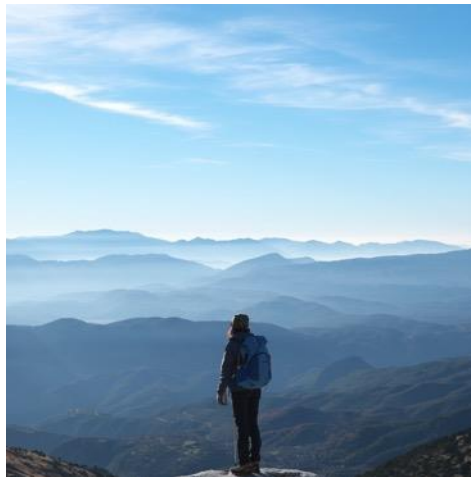
Wrapping Up *5 minutes*

Student Service Excellence Level 1: Understanding the Mindset of Service Design

Recap: Three Keys of Good HCD



Take the time to
deeply understand
your clients



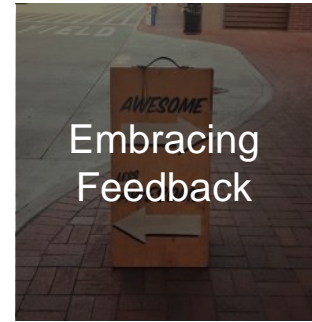
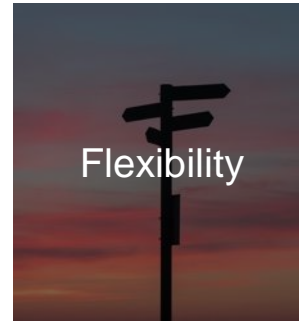
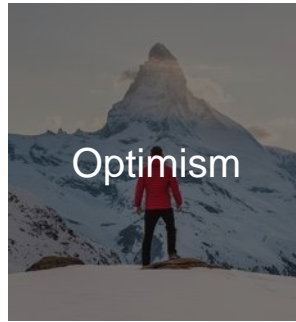
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Sneak Peak at Level 2

Welcome & Introduction

Activity 1: Experience Mapping

Activity 2: Brainstorming

Break

Activity 3: Concept Creation

Activity 4: Share Back & Feedback

Next Step: Storyboarding

Wrapping Up

Download Tools for Tomorrow



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Thank you!

Questions?

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Other Helpful Resources



excellence.students.yorku.ca/

[Link to video](#)

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