



CAPABILITY2U

2024

SERVICE DESIGN PROGRAM

This is your Community-of-Practice for you to gain skills mastery of the service design profession.

Signing up to the Service Design Program is your gateway to mastering essential skills in today's fast-evolving professional landscape.



Delivered through the..

INDUSTRY  ACADEMY

www.industryacademy.com.au

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Our Story

At the Industry Academy, we envision a future where professionals are equipped to drive meaningful change by solving real business challenges through skills mastery and work-based learning. Our mission is to empower individuals to make a lasting impact by combining superior performance with practical solutions that address workplace needs.

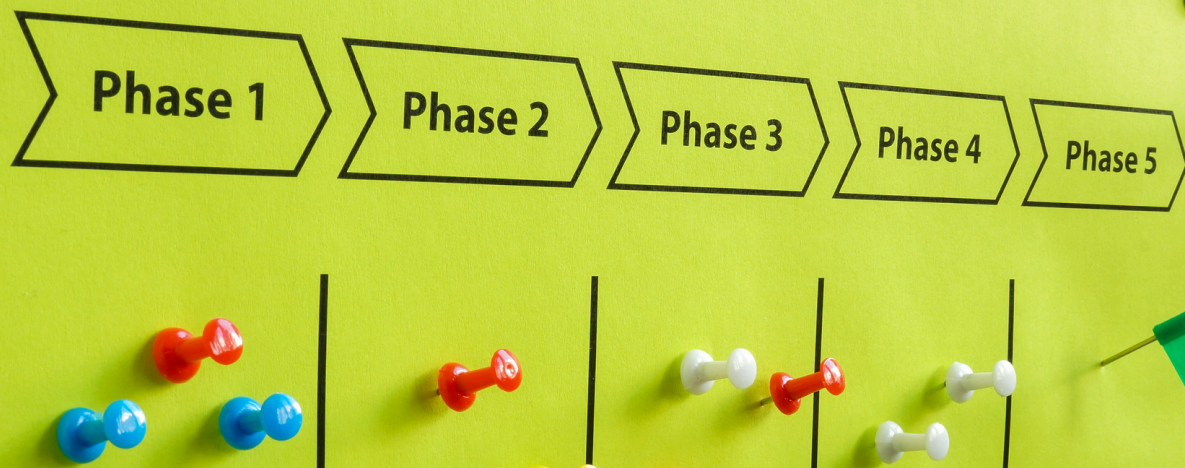
The Industry Academy is a workforce transformation platform powered by Capability2U—the education arm of iEC Professional. Built through partnerships with Australia's leading employers, professional bodies, top academics, and industry experts, the academy bridges the gap between learning and doing. We focus on work-based learning that integrates directly into real-world business contexts, enabling professionals to apply their skills where it matters most.

How We Create Impact

Our programs combine skills-based training with community-based learning to deliver transformational experiences. By focusing on the challenges professionals face daily, we ensure that what is learned has a measurable impact on their performance and their organisation's success. Whether it's streamlining processes, enhancing customer experiences, or fostering workplace innovation, our approach equips professionals to thrive in an ever-evolving world.

Why Work-Based Learning Matters

In today's fast-changing workplace, professionals need more than knowledge—they need the ability to apply that knowledge effectively to solve complex challenges. Our programs bridge the gap between learning and doing by fostering problem-solving, collaboration, and innovation. This ensures businesses not only stay competitive but also achieve sustainable growth through a capable, resilient workforce.



Understanding Service Design?

Service design is the process of creating and organising the components of a service to improve its quality and the overall experience for both the service provider and the customer. It involves systematically planning and organising people, infrastructure, communication, and materials to create a seamless and efficient service.

Service Design focuses on the entire service experience, including all the touchpoints, processes, and interactions - both digital and non-digital - between a customer and a service provider. It considers the frontstage (what customers see) and the backstage (what supports the service, such as systems and workflows) to ensure that the service is seamless, efficient, and meets customer needs.

The importance of services to the Australian economy can't be overstated! Service design drives innovation, improves customer experiences, and enhances productivity across industries. By strategically aligning services with customer needs and business goals, service design fosters the development of efficient and user-centered systems, helping businesses grow and remain competitive in a rapidly evolving market.

56%

... the proportion of Australian public satisfied with the quality of government services.
(APS Review 2019)

74%

... the proportion of buying decisions influenced by customer experience
(PWC 2021)

89%

... the proportion of consumers who stop doing business with a firm after a poor customer experience.
Harris Interactive

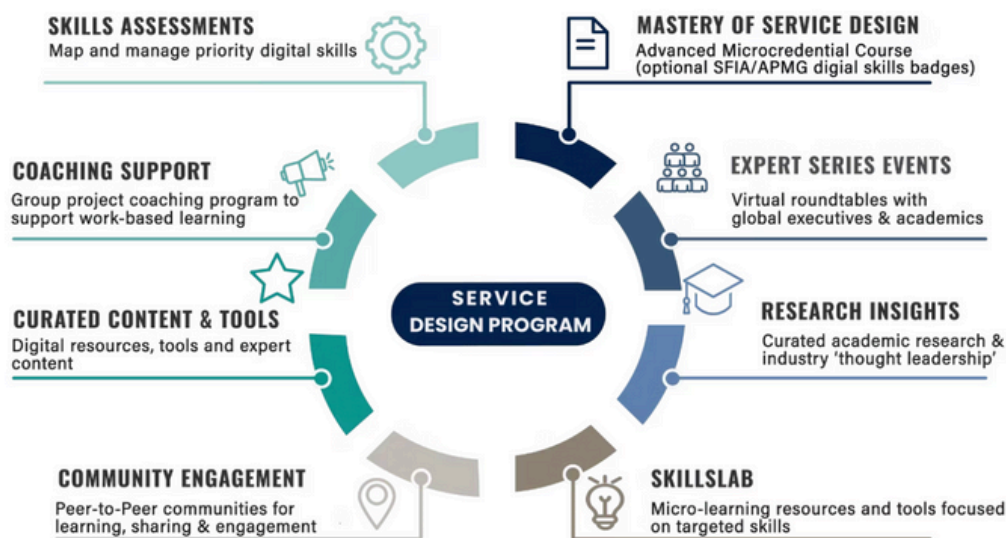
Relationship between Service Design, UX and UI Design

Service design, UX, and UI are distinct but related. While service design focuses on the whole service system, both digital and physical, User experience (UX) design optimises the overall user experience with a product or service, emphasising usability and satisfaction. User interface (UI) design handles the visual and interactive elements of digital interfaces, ensuring ease of use.



What do you get?

Our 'integrated academy model' provides a new approach to deliver learning and engagement - experiences based on work-based learning, sharing, collaboration and support. It brings together a learning and collaboration ecosystem of professionals, industry experts, university academics and researchers, and even university students. These experience support professionals to achieve mastery of their craft.



Learning support: By bundling short courses, micro-learning resources, expert content and academic 'thought-leadership', you get to supplementary learning when, and as needed on the job.

Expert coaching: Provided by 'subject matter experts' from industry and leading universities.

Support and Motivation: Learners can encourage each other, share challenges, and celebrate successes together, which can boost persistence and commitment to learning goals.



Included Benefits

Work Based

Direct application of learning back into the workplace that delivers measurable R.O.I. and organisational impact.



Competency Driven

Alignment of learning and practice to industry and professional skills standards recognised by employers.



Power of Community

Integrated communities-of-practice to learn and leverage from peers, academic and industry experts.



Advanced Microcredential Course

Developed by leading US academics and industry experts, this comprehensive course provides cutting-edge insights and strategies to master service design.

Community of Practice

Join a vibrant community where professionals and peers collaborate to tackle real-world challenges. Gain support, insights, and inspiration from others on the same journey.

Service Blueprint Development

Work on a business-critical project and produce a service blueprint for a new or improved service, equipping you with tangible, practical outcomes.

Expert Coaching

Benefit from direct access to industry-leading coaches who guide you in applying concepts to your unique challenges.

Curated Resources & Tools

Unlock a library of curated content, tools, and resources designed to empower your success at every stage of the program.

Industry Skills Recognition

Unlock recognition to progress your career by recognised digital skills against the SFIA Foundation.



Mastery of Service Design: A Customer-First Approach

A customer-first approach to service design is vital for business sustainability. It forms the foundation for building loyalty, trust, and lasting business value. When businesses put customers at the centre of their services, they create personalised, meaningful experiences that drive satisfaction and foster brand loyalty.

The Mastery of Service Design, Advanced Micro-credential Course equips professionals with the strategic tools and frameworks needed to develop customer-centric services that drive impact and long-term success. By integrating a structured, hands-on learning experience with expert insights and collaborative problem-solving, this course enables participants to develop and apply a strategic service logic to a real-world service challenge within their organisation.

Our focus is for you to learn the most current, contemporary theory, validated by research, and that has been proven in practice. In undertaking this course, you will learn from global leaders in service design, and you will apply your learning 'on the job' to a real-world service challenge to deliver **IMPACT** to you and your employer!

This focuses on real-world applications:



Design your new service program



Stress-test your current service programs



Build your Service Design Blueprint



Skills You Will Gain



Understand and manage the end-to-end service design process.



Understand your Strategic Operating Landscape (S.O.L.).



Develop a deep understanding of your customers, their value drivers and obtain customer insights.



Develop strategies for your people and organisational capabilities to deliver a successful service program.



Develop and design your project service blueprint to execute.



This course is designed against the Skills Framework for the Information Age (SFIA) competency framework. Upon the completion of an (optional) Service Blueprint Assessment, you will gain the recognition of your proficiency of the following SFIA skills:

- Business modelling BSMO L3
- Business process improvement BPRE L5
- Consultancy CNSL L4
- Innovation INOV L5

Your Course Instructors & Coaches

Dr. Antony Peloso
Principal Capability Advisor
(Capability2U)



Center for Services Leadership, Arizona
State University, U.S.A.

Executive Educator, QUT Graduate School of
Business, (*Public Sector Management
Program, Executive MBA*)

Pete McCrystal
Senior Advisor



Pete has led major business
transformations for Australia's ASX 200
companies and government, both in the
United States and Australia.



Welcome to the Industry Academy.

The Service Design Program: Your Support Community

The Service Design Program (provided through our Industry Academy) is your support community to build skills faster and smarter!

Through the Industry Academy, we harness the power of community to provide transformative learning experiences that better equip professionals to thrive. We do this through novel and engaging community experiences that go beyond static course delivery to personalisation of learning, sharing, and collaboration for optimal impact.

When you invest in the Service Design Program you gain complementary access to the Mastery of Service Design Course – Valued at over \$1900

Our focus on community-based learning offers a unique value proposition to professionals and teams needing to uplift their capability not possible in other learning environments:

- Learning support: By bundling the Mastery of Service Design course, micro-learning resources, expert content and academic 'thought-leadership', you can supplement your learning when and as needed on the job.
- Collaboration: Individuals can share knowledge, experiences, and insights. This collective wisdom helps learners grasp concepts more deeply and from multiple perspectives, leading to a more well-rounded understanding.
- Expert coaching: Provided by 'subject matter experts' from industry and leading universities.
- Support and Motivation: Provides emotional and motivational support. Learners can encourage each other, share challenges, and celebrate successes together, which can boost your commitment to achieve your learning goals.



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PROGRAM PRICING

Limited time offer for the new-look Industry Academy

Over \$3,500 per person value for the 1 low price

Program pricing plans for Individuals, Teams & Enterprises

Prices are inclusive of GST

Individual	Team (2-5)	Enterprise (6 +)
\$60 PM for 12 months or \$576 UPFRONT	\$1,560/Team/Yr	\$4,680/ Yr (unlimited)
<ul style="list-style-type: none"> ✓ Bundled short courses ✓ Community-of-Practice ✓ Thought Leadership ✓ Industry Reports ✓ Tools & Resources ✓ Peer Collaboration ✓ Expert Roundtables ✓ Curated Research ✓ Education partner discounts 	<ul style="list-style-type: none"> ✓ Bundled short courses ✓ Community-of-Practice ✓ Thought Leadership ✓ Industry Reports ✓ Tools & Resources ✓ Peer Collaboration ✓ Expert Roundtables ✓ Curated Research ✓ Education partner discounts 	<ul style="list-style-type: none"> ✓ Bundled short courses ✓ Community-of-Practice ✓ Thought Leadership ✓ Industry Reports ✓ Tools & Resources ✓ Peer Collaboration ✓ Expert Roundtables ✓ Curated Research ✓ Education partner discounts

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