

MEET THE TEAM...

Chris Muir, SDA Consultant

Chris graduated from Abertay University in 2003 having studied Behavioural Science. He worked as a manager in the community safety sector then switched careers and became a Learning & Organisational Development Adviser with the council.

During the last six years Chris has completed three further qualifications, including a PDA in service design. He was one of the pioneer students who helped shape and develop the qualification as it looks today. In 2018 he joined the SDA team as a part-time lecturer which led to a full-time position in 2019.

Favourite aspects of your role?

The feeling I get from influencing change, watching a team transform the way they do things or re-designing a service/business to produce a more user-centric approach to work. And I love the variety. Every single week is completely different at SDA which keeps things interesting!

Anything that's surprised you?

Every idea is welcome and given a thorough test before finding the best solution. This encourages everyone to have input and is really refreshing.

Best advice you've been given?

You must enjoy work. We spend around a third of our life in work so if you don't enjoy it only you can do something about it.

Why service design?

Service design is still a relatively new concept however those organisations and countries who have adopted a service design approach are proving to be the best in the world. (Finland has been voted the happiest country in the world for two years running.)

Three words that sum up a typical working day for you?

Action-packed. Inspiring. Fun!

Service design is all about walking in your customers' shoes. If you were a shoe what style would you be?

The original three stripe Adidas Gazelle. I have about seven pairs at home all in different colours and they can be worn with anything. They offer flexibility, adaptability and comfort all rolled into one. When I work with clients I try to make them feel as comfortable as possible and offer a flexible approach to learning before adapting to their business needs.



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01382 834915

info@sda.ac.uk

www.sda.ac.uk