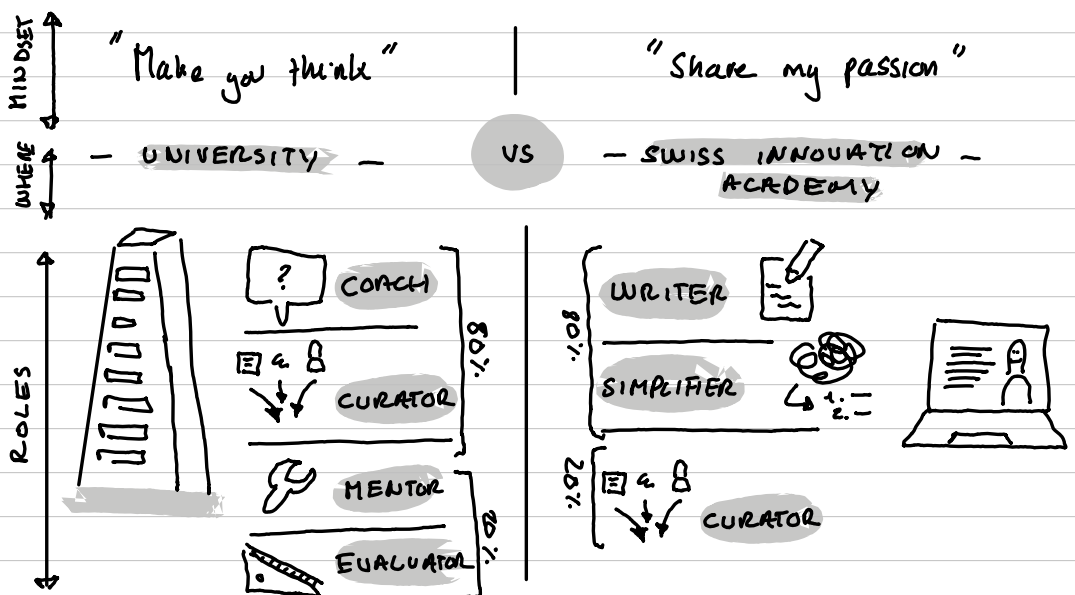


How do I perceive my role as a Service Design educator?

In short: my role is different in a university context versus in what I do on the Swiss Innovation Academy:

- University: I'm there to make learners think, do, find their own solutions. I'm more a coach, curator of people and knowledge.
- Academy: I'm there more the guy who shares his passion with my full intensity. I'm more a writer and simplifier.



Context

I'm a Service Design educator mostly in three contexts: university with the Master Service Design of the HECU, through my project the Swiss Innovation Academy and finally through my volunteer work for the Swiss Service Design Network.

In each context I have a different mindset and set of roles.

My roles as Service Design educator in a Master

In a master setting my mindset is that I'm here to help learners figure things out by themselves. I'm not a teacher, I'm rather a coach.

Sure sometimes the job requires that I switch to evaluator mode or mentor. But most of the time I try to be in a coach mode.

My roles as Solo Service Design educator

With my own project I'm more in a self expression of what I've learned and what I find fascinating. Trying to make all of this simple to understand by anyone. Especially people out of academia.

My roles as a volunteer

Within the Swiss SDN my role is to curate other people and shine a light on them and their understanding of Service Design.

Backstage of this article

This article was illustrated and written by hand on a refurbished Remarkable II tablet. The handwritten text was converted into typed text using the connect service by Remarkable. If you are curious you can download the original note below.