

# 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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