

## Self-assessment by Anthea Meredith

SUBMITTED ON 25 JAN 2023



### A summary about me:

Hi, I am Anthea Meredith.

Wife, mom and business owner of AM Connect 360. My love for design started when I was a little girl at nursery school. I didn't know it at first but when I look back at my life this was it! I loved drawing communities and towns, connecting with people and to their needs. My drawings would go round and round the border of the classroom. My dad who I lost when I was very young gave me so many gifts of life and design that I will always lean on, always seeing someone or something from the inside out and "to never judge a book by it's cover". My dad loved technology and I was fortunate enough to be exposed to this early in life as well as my love for creating beautiful things with design, fonts and colours. My career journey has taken me through many journeys from being a Podiatrist to working for one of South Africa's biggest corporates, Discovery. Working at Discovery for 18 years and gaining skills and experience in all business industries, functions and feeling proud of the purpose this company offered all it's stakeholders and the community. Then moved into further roles and career growth for a smaller sized company Kaelo, allowing me the opportunity to live and find purpose in many other ways. During my last few years at Discovery and "building the bank" my mom became very ill. In the last weeks of my mom's life we celebrated her life and courage. This is when I made the decision to start my own company so that I could impact and touch as many people as possible to truly make a difference in our world and their personal lives. I pride myself in having excellent organisational skills with an engineering mindset and passion for service design. Expertise in organisational design for the future and enabling the future of marketing through content engineering. Some of my key strengths is to function strategically, tactically and operationally with perfection. I have a strong and committed work ethic, purpose driven, significance and values orientated being my highest priorities.

AM Connect 360, South African Johannesburg based company was founded by Anthea Meredith in April 2021. With over 27 years' experience, I have been helping organisations to solve and manage issues, create value, maximize growth and improve overall business performance, with our extensive experience and skills to provide objective guidance and expertise. Enabling skills that organization's may be lacking and transferring these skills and or enabling them.

Delivering people centered, sustainable and scalable solutions aligned to the organisation's vision and strategic goals. Understanding each unique element of their business, identifying and shaping them to see the unique value in each with a 360 view.

Building and connecting through an experienced and defined approach, personalized to the unique level of the businesses maturity and skill levels. Supporting the future models and key business objectives by creating meaningful connections to empower people, processes, content, technology and behaviors with maximum flexibility and minimum constraints.

De-cluttering and enabling organisational change. I have a strong and committed work ethic, purpose driven, design with significance, values and people orientated being my highest priorities.

Always Be Kind in all that you do!

### I currently work as a/at:

Director and Founder AM Connect 360 (PTY) LTD , we are a Boutique Consultancy website is in design.



### My LinkedIn profile:

<https://www.linkedin.com/in/anthea-meredith-9a0a4389/?originalSubdomain=za>

### My social media channels:

Instagram (to add handle once website live)

### My educational background:

<https://www.linkedin.com/in/anthea-meredith-9a0a4389/?originalSubdomain=za>

### The following theories are the key components of my approach to service design:

I believe in a team that is stronger together and have a fearless vision of creating a better world for all we connect with.

We are kind, we are brave, we are visionary, we are honest, we are uplifting, we are inspiring and inclusive.

We will understand, define, design and build the connections in a purposeful and focused approach, supporting the unique level of people maturity and skills. Enabled through the collaboration models and journey mapping.

This to support the future models and objectives. Create meaningful connections to empower people, processes, content, quality, behaviours and technology with maximum flexibility and minimum constraints. Further enabling optimisation in their performance and purpose.

Service Design Lead businesses will bring about human connected business purpose.

Enabling the business to change quicker, innovate quicker and expand new business growth and opportunities.

Digital Capability is assessed across the maturity of:

Stakeholders, Strategy, Operations/ Business, Technology, Organisation and Culture.

ALWAYS focusing on your people's experience FIRST!

- People's strengths and love for what they do, Leadership support and styles
- The state tools are being used as intended, and to their fullest extent
- Growth to explorative mindsets
- Improved, intuitive and evolving designs
- Creating time to be curious, innovative and inspirational
- Human connection and the correct implementation allow users to feel enhanced and empowered, not overwhelmed
- Personalised journey's that bring about true sharing of feelings

My approach allows for agile means of defining and designing solutions. We use a flexible mix of methodologies, responding to needs as they develop.

User centered design that influences and enables digital transformation.

Enhanced re-engineered business tools and implementing new overall processes, organisation designs and resource models.

Improve and enable holistic bottom - up alignment and collaboration.

Caring, sincere, pragmatic, reliable, authentic, methodical and creative.

### These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

Please see below just a few examples :

#### Books

- This is service design thinking
- A tiny history of service design
- Service design doing



- Service led design

Simon Sinek Purpose driven leadership

Video - <https://www.youtube.com/watch?app=desktop&v=N9d0NqSztWA>

Video - [https://www.youtube.com/watch?v=llKvV8\\_T95M](https://www.youtube.com/watch?v=llKvV8_T95M)

Video - <https://youtu.be/jVSYsINdMSo> (importance of trust and being together)

Video - The Indicator from Planet Money - Nudge Vs Shove: A Conversation With Richard Thaler (google.com)

<https://youtu.be/QoAOzMTLP5s>

<https://youtu.be/ReM1uqmVfPO>

Sharing experiences through story telling

"The best and most beautiful things in this world cannot be seen or even heard but must be felt with the heart." – Helen Keller-

Importance of human connection.

Article and research - <https://www.gallup.com/cliftonstrengths/en/318455/tying-strengths-whole-person-truly-human-accenture.aspx>

Human empathy and the need to be more human, understanding emotions, journeys and purpose.

Creating meaningful connections with authenticity

Video : [https://youtu.be/cDDWvj\\_q-o8](https://youtu.be/cDDWvj_q-o8)

<https://www.oasis4humanity.com/magic-of-human-connection/>

Article and research - related to healthcare and that of societal broken relationships "Sharing our feelings, emotions, happy and sad thoughts, struggles, and achievements are the access key to enter this sacred field. The other required element is your intention to be present. It is your choice to pay attention fully and focus and just be there. "

"true human connection is "generosity". Generosity is giving without expecting anything in return in your relationship. Generosity brings kindness and care and creates trust. Trust is the fundamental and magical turf for sharing and experiencing human feelings and emotions, a birth place of genuine human."

The 5am Club

Book - Robin Sharma , Mind, Heart, Health and Soul - awareness.

Emotional intelligence and greater social awareness

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training
- Design

I have particular experience in the following service sectors:

Healthcare, Financial - Banking, Health Insurance, Education (Knowledge and Learning), Information Technology, Marketing and Pharmaceuticals.

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

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## These are the service design projects I have successfully delivered:

Please note because NDA's I cannot provide organisation names unless I have gained particular authority from the organisation.

### Project 1:

Duration: 2015 to 2017

Organisation : Discovery

Topic: New SA Bank Design, Developed and Operationalised. Discovery Bank.

Outcome: Design the shared value model in enabling customers to manage their money well supported through discounts and rewards integration and overall financial wellness. The shared value model also contributes and assists in societal improvements overall.

### Impact:

#1 bank in the Ask Africa Orange Index 2022 (ref) the bank with the best client experience in South Africa.

Societal improvements through shared-value.

### Project 2 :

Duration :2018 to 2020

Topic: Redesign and reengineering of the Organisation (full enterprise and all capabilities)

One example we can refer to is the journey of a claim.

Outcome: Full re-design of all levels of the organisation to implementation.

Example: Product Pain Points - Claims Journey and self-services enabled to improve all stakeholder experiences.

### Impact:

- Enhanced employee morale and increased productivity.
- Enhanced customer satisfaction and perception.
- Enhanced business consistency and improved governance.
- Digital transformation and increased automation.
- Financial and operational ROI.

### Project 3:

Duration: March 2020 to January 2021

Topic: Kaelo Cares

Outcome: Supporting South Africans and reached global impact. As Covid-19 made its way into our lives the campaigns supporting Kaelo Cares "making a difference" and "living and learning". Stemmed from helping others understand complex things into more easily digested bite sized pieces of information through storytelling and simplicity.

### Impact:

- Creating and supporting sustainable social change.
- Finding meaning in collaboration and sharing across communities.
- Designed for impact on both society and the environment.

### Project 4:

Duration: May 2021 to December 2021

Topic: Strengths Revolution

Outcome: Rediscovering the human connection and human strengths. Enabling people to understand their purpose, strengths, learning and social styles. Creating the climate to grow and thrive with Human Connection, improving our interactions of self and with others. Really centered around the quote from Maya Angelou "people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

### Impact:

- Improved buy-in from leaders and business partners.



- Enhanced employee morale and increased productivity.
- Enhanced customer satisfaction and perception.
- Enhanced employee value proposition.
- Improved ability for the company and employees to embrace change.
- Future-Fit organisation agility.
- Talent and strengths are enhanced which in turn improves people happiness and experience.
- Reduction in absenteeism.
- Increased collaboration with purpose.

#### Project 5:

Duration: June 2021 to October 2022 Technology Industry

Topic: Enterprise enablement with purpose

Outcome : Enterprise Architecture enabled through experience and design. Designing the enterprise view of the business through an internal and external view. Through the C.O.P.E methodology, enterprise architecture and service design we enabled a fully self-enabled onboarding and orientation for new employees and existing employees to link their people journey to their customer's journey.

#### Impact:

- Holistic views of employee experience and the direct impact on customer experience.
- Enhanced business consistency and improved governance.
- Learning organisation with a growth mindset.
- Personalised learning journeys to enable and bring about the true sharing of feelings.

#### Project 6:

Duration: May 2021 to Current

Topic: Digital Transformation

Outcome : This approach is about connecting the dots (capabilities), identifying, and shaping them to see the unique value in each with a 360 view.

We understand, define, design and build the connections in a purposeful and focused approach, supporting the unique level of people maturity and skills. Enabled through the collaboration models and journey mapping.

This to support the future models and objectives. Create meaningful connections to empower people, processes, content, quality, behaviours and technology with maximum flexibility and minimum constraints. Further enabling optimisation in their performance and purpose.

Digital Capability is assessed across the maturity of:

Stakeholders, Strategy, Operations/ Business, Technology, Organisation and Culture.

ALWAYS focusing on your people's experience FIRST!

Outcome is to enable a Service Designed Lead business to bring about human connected business purpose. Enabling the business to change quicker, innovate quicker and expand new business growth and opportunities.

#### Impact:

- Improved buy-in from leaders and business partners.
- Enhanced employee morale, happiness, and increased productivity with purpose.
- Enhanced customer satisfaction and perception.
- Enhanced employee value proposition.

The benefits to all stakeholders are significant, improving experience, proficiency with digital tools and services, productivity, and morale.

- Your investments in your people and your applications stacks are greatly improved.
- Reduced operational expenses.
- Improved efficiencies which in turn will have a direct impact on the bottom line.
- Reduce absenteeism and employee attrition.
- Business growth and scalability.



I have provided service design training sessions and/or other educational experiences for X years:

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**My philosophy as a trainer is:**

I believe in a team that is stronger together and have a fearless vision of creating a better world for all we connect with.

I prefer to enable knowledge and learning through the enablement of "learning communities" and the clients that I have helped we look at "learning organisations".

So I see myself more as a Knowledge and Learning boutique consultant than a trainer per say.

Introducing people to the love of life-long learning that takes many different formats and approaches. Embracing individual strengths, styles of learning, social styles to design and create personalised learning paths that are self-enabled and carefully guided.

Designing experiences of knowledge sharing that are personalised and emotionally connected.

My Company Philosophy - AM Connect 360 is a company that connects new ideas, dreams, innovations and aspirations. A place for designers, creators, business engineers, problem solvers and the curious to co-create the future and inspire a next generation of networks, businesses and experiences. Creating a platform for others to stand on and, an ecosystem to thrive, love and grow.

We are kind, we are brave, we are visionary, we are honest, we are uplifting, we are inspiring and inclusive.

**These are the service design training sessions and/or other educational experiences I've facilitated within the last year:**

Please note because NDA's I cannot provide organisation names unless I have gained particular authority from the organisation.(will supply industry type instead of client name)

Service Design Training/Other Experiences

Date: 2018

- duration: digitally enabled one day experience
- title of training/experience: The Experience
- client: Financial Industry
- number of participants: 100 but continuously enabled
- links to more detail: NDA

Date: 27 and 28 May 2021

- duration: two days with a four week lead up.
- title of training/experience: Strategy to Strengths Experience
- client: Health Industry
- number of participants: 40
- links to more detail: NDA

Date: 1 and 2 June 2022

- duration: two days with 14 day lead up
- title of training/experience: 21 Day Cultivating Transformation - relate-operate-evolve
- client: Health Industry large sized company
- number of participants:
- links to where more details can be found, if available:



Date: June 2022

- duration: one hour sessions x 20 sessions
- title of training/experience: Connecting the dots
- client: Healthcare Industry
- number of participants: over 2500
- links to where more details can be found, if available:

Date: 30 August 2022

- duration : one day with three week lead up
- title of training/experience: It is up to YOU
- client: Pharmaceutical Industry medium sized company
- number of participants: 20
- links to where more details can be found, if available

Date: 2022

- duration: for 10 months every Friday one hour
- title of training/experience: Lunch and Learn
- client: Health Industry
- number of participants: 10 per session
- links to where more details can be found, if available:

Date: 17 November 2022

- duration: October to December 2022
- title of training/experience: Network Connect Relationship Revolution 360
- number of participants: 120
- link to more details

I mostly provide my training offerings in the following language(s):

English

I mostly provide my training offerings in the following countries/cities:

South Africa

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development



- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Building in-house service design capabilities
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development
- Change management
- link to business architecture ,systems thinking, C.O.P.E and the Nudge Theory..

### My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

### These are my favourite cases I use to inform participants about the impact and value of service design:

Although not in the SDN library - my favorite case that I share with all that I meet is one of my own personal journeys. It is my career and learning journey and when I was introduced to Service Design through EY Seren, how it changed my entire life and one that truly means the world to me.

I read many of the SDN touchpoint articles, quite a recent one is the Service Design and Leadership

The touchpoint on Measuring Service Design was also extremely valuable as in many SA businesses it is still very new and measuring value is extremely important and one in which I have designed many different matrices to measure impact, meaning and value. The saying also is you can't manage what you can't measure, visibility is key. Measuring experience and emotion is one of they key focus areas for me, it is a continuous road at the moment but is unique and personalised for many different needs.

Additional touchpoint articles that I have overtime reviewed and referred to are:

What is Service Design? really touched by "product to people"

Organisational Change, especially with my many years and background in Health Care

Business Impact and Service Design - Connecting to a talk I have done on Operating in the new digital age and the Human Connection. Together with the Book : Blind Spot, really showing how leaders and many others missed the rise of global unhappiness.

Connecting the Dots - very much aligned to my company and how we approach organisations with this approach. Taking from this the digital etiquette and how we enable organisations on this very scary to some journey. Service Design at a crossroads fascinating as it speaks to the methodologies that can be at a cross roads in many organisations, what to use when how to balance. Actually something I am currently working on, I am Service Designing the crossroads of methodologies in SA organisations. Together with the touchpoint on Blurring Boundaries and empowering experiences.

Touchpoint on Selling Service Design, an interesting one through my experience in designing account management and sales functions moving from traditional to future-focused connected with purpose and meaning. This is very much linked to the Network Connect event I Service Designed and implemented.

These are a few to share.

### These are the service design methods and tools that I use during my sessions:

Persona mapping and mood-boards, linked to stakeholder mapping

Service Safari, a Day in the Life and Diary Studies

Business and Service Model Canvases





Value Proposition Canvas - complimented with business architecture motivational goal models

Engagement Canvas

Journey mapping and canvases - includes touchpoints, needs, pains, emotions/feelings, measurement and principles. I include and combine a very successful model of change management by John Kotter

Co-creation workshops and co-labs

**After successfully attending my training sessions, participants will typically be able to:**

- Build common understanding and terminology of service design
- Articulate and understand their stakeholders
- Enable a clear vision for their business
- Create and understand areas of opportunity, improvement and growth for their business
- Create customer journey's at all levels
- Standardise tools for purpose
- Design for impact and purpose

**I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:**

As we apply actual impact to their businesses it would be actual live implementation of portfolio's aligned to the company's strategic goals and objectives. Equally measured through their financial and other measure dashboards.

**I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:**

Understanding the personal journey of the individual - change language used and approach. Sharing my vulnerabilities and personal journeys.  
Driving ownership - Enabling the "user" to own their journey and lean in. Creating coaches to build self-confidence.  
Inclusion in planning and building resilience.

**I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:**

- SDN Chapter Activity
- Service

**I actively support the local or national service design community through:**

I am hoping to create a service design community in South Africa. I support universities and educational facilities as a guest speaker. I am also launching an Open Day and community platform.

**I have participated as a speaker in the following events:**

The Events where combined with training / experiences I provided in the earlier section.

**I have published the following books/articles on service design and related fields:**

When my website goes live I will be publishing my first community blogs and articles. I am also designing Service Design Courses that will be enabled digitally with a very unique experience and learning journey.

**Contact details:**

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