

Building successful
businesses that are
powered by customers



Education Chasm - an industry perspective

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“It is often not rocket science that we need but rather the more simple ratchet science needed to operate and grow the business”

ServTrans Customer Quote

Practical Realities

- Servitization changes everything and managers today are not equipped to deal with the resulting business transformation based on the conventional education disciplines of the past
- Today, service management is a trade craft learned from masters
 - Is Starbucks a better service education than MBA programs from MIT, Harvard or Stanford etc. ?
- The “masters” that learned their craft from leading companies are retiring at increasing rates.
 - Companies are no longer investing in building the skills and tradecraft
 - New operational and innovation skills are needed in the labor force
- Service Systems concepts and Systems Thinking are critical skills required by business
- Service Value Networks, Service Supply Chains, Customer Centered Business Models and other key modern service skills are not a part of any direct curriculum
- It is less about inventing new services than it is about managing new services

Educational Chasm

- Current Executive Suites, Board Rooms and Wall Street analysts were never schooled about how to drive value from service models
- Executive Education / Professional Certifications
 - Need to speed up the service education process
 - Need to re-skill existing labor and create certified professionals
- Service Economics needs to be an educational focus and a part of every degree program to some extent. Give me Service MBAs !
- Service Transformation, Research funding and Education funding are all inhibited by the global lack of understanding around both micro and macro service economics.
- Systems Theory and Systems Thinking are a core skill required in 21st century labor force
- Organizational Design; a companies service value is not all delivered by employees or within the traditional company structure. Companies need to drive and enable culture beyond its four walls
- Data Architects, especially Customer Data Architects are need to support complex service systems design.





Can you measure the new services economy the same old way?

Background Material

How Do We Measure the Services Economy ?

Is Service Revenue Double counted?

NAICS / SIC Codes and Other Classification Systems are outdated

Business Financial Reporting and Revenue Recognition rules

Business KPI's for Services are not standard

Economic Factors Driving Services R&D

Economic Factors Affecting National and International Policies

Labor Laws Affect the Growth of Services in World Trade

Economic Measures Drive Education

Are Consumption Economics and Service Economic Related?

Are Services best measured as a [3rd Generation of the Industrial Revolution](http://www.economist.com/node/21553017)

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