

The background of the entire page is a repeating pattern of small, stylized icons. These icons include human eyes with eyelashes and gender symbols (a circle with a cross for male and a circle with a vertical line for female). The icons are rendered in various shades of grey and light blue, scattered across the white background.

sensitive  
service design

WORKSHOP

# Gender Lens in the design of services

FACILITATORS GUIDE



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# Guide for sensitive service designers

This guide will help you develop and deliver the workshop “Gender lens in the design of services”. Please, follow the steps to reproduce a great experience and gain valuable learnings

Read the complete guide and get familiar with the workshop content. If you are reading this, we assumed that you have participated in meeting with us and already have an idea of the approach and the community behind. If you have this guide but are not familiar with our goal or method, we suggest you visit our website or send us an email in case you have doubts.

Using the planning guide, you will be able to: develop the content you want to discuss and learn with the participants as well as plan the steps throughout the workshop.

After knowing your workshop content and planning when it will be and who will participate, download the tools of the workshop. Depending on the number of participants you might need copies or to adapt them a bit.

We are always improving and building our community, so we hope to hear from your experience, what were the results and learning. Send up feedback through the feedback form provided; we look forward to hearing from you.

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**01**

# Introduction

THE PROJECT BEHIND

# Welcome

Welcome to the community of Sensitive Service Design, congratulations for being so brave. We are thrilled that you are interested in discovering how your work can support equality and continue raising relevant questions. Through this document, we will revise step by step how to hold a workshop that tackles your design process through a gender lens on your location and starts relevant conversations with the ones around you. Gender is not a commonly discussed topic and quite easy to get frustrated, we hope that we can assist you to be prepared to spark insightful conversations, carefully and respectfully.

Our community is always looking for feedback and ways to improve so if you have any questions or comments about the guide, please get in touch.

## Behind this project

This facilitator's guide will help you deliver the workshop called "gender lens in the design of services" which is an exploratory workshop to introduce gender as a variable to take into account throughout the entire process of designing experiences. The workshop format is part of a master thesis outcome done during 2018 at Köln International School of Design. We hope this facilitators guide will help you make your own workshop experience valuable for you and the participants you host.

The researcher behind the workshop is Abigail Schreider; she started this project because of the distance between gender inequality and the practice of service design. Envisioning this intersection as a way to bring those questions to everyday life and raise the accountability of service design. In the next pages, you will read a bit more about why it is relevant to engage with gender as a service designer.



Happy to get in touch, answer your questions or hear your comments

**Abigail Schreider**

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## The Purpose

This guide is designed to be used by service designers, design leaders and leaders of interdisciplinary teams who want to bring a gender perspective into their everyday work. You will gain an understanding of how gender is present through their design process and learn how to relate own experiences to structural inequality and furthermore how it is present among work dynamics.

This guide will assist the facilitator in preparing an introductory workshop on gender, that lasts 2.5 hours and it holds between 4 to 12 people. The goal of the workshop is to encourage discussions, get to know each other better and co-create strategies that could make gender a more natural conversation to have.

This workshop aims to:

- Bring a new topic to a discussion among a creative team
- Discover in which ways gender resonates with participants
- Discuss how to relate to structural inequalities and norms.
- Envision strategies to include gender as a part of the design process.

# The role of the Multiplier

This resource is for those who believe that gender is a relevant aspect of all social life and are not afraid to ask challenging questions. It is also for optimists that think there are ways to envision strategies to integrate a gender perspective to design process and work dynamics, to avoid stereotypes, increase their impact and nudge equality through their work environment utilizing their work. It is fascinating to have a service designer that wants to discuss how these topics relate to their work and their own experiences.

It is essential that you have a general idea of gender theory, and how gender relations are present in your life. During the workshop, you will be the facilitator, and it is expected that you can put your focus on guiding the group through the experience.

**If you think you do not know about gender dynamics** - Do not worry, you do. Just like the other participants, gender is a part of our life. We will help you through this guide to get the awareness and knowledge you need, the same way as you will guide the participants during the workshop.

**If you have never run a workshop before** - This is a very personal thing, we trust that you can do it, but it might not hurt to have a run test with a friend to loosen some nervousity. However, more good news, This is not a design thinking workshop, which means you will not have to run behind the participants to make them finish tasks. From our experience, participants feel comfort and gratitude in having the time to reflect on their work and everyday life. Your job is to make sure they stay on the conversation topic but not to push them “outside the box.” we are working within those limits.

## As a multiplier of the program

You got this facilitator guide through us. You have joined a private conversation with Abi Schreider, the designer of the workshop who would guide you through the approach and shared several insights. If you have not had this meeting but still have a hold of this guide, feel welcome to send us an email with your questions or request a meeting.

You will share your experience learnings and impact. Please remember there is a community behind and we would love to know how it worked out for you. As an open design tool, we rely on you to please share with us the feedback form as well as your results, photos, and a small text telling us how the experience felt. All those instructions you will find in the next chapter, as well as the feedback format.

## Let's plan your workshop!

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**02**

**Plan your  
workshop**

## Why a workshop on gender and service design?

If you are interested in doing this workshop, it is likely that you are aware of how gender-based norms are hidden systematically in our everyday life but still, you are willing to ask difficult questions to try to move forward. We believe that your work and the work of your colleagues can help expose those norms and start a positive change from within, for your surroundings and the users of your service.

We live in a society that remains very segregated and through which service designer work daily and grow their practice to bring better solutions to the world. As designers, we have the chance to see gender gaps in the world as a challenge, but also as an opportunity.

# What is Gender-sensitive design?

- Looking at the differences between genders, identifying the causes to those differences and exploring why those differences exist.
- A gender perspective helps us open up to the conversation of personal experience with professional experiences, acknowledging that sometimes, it is not possible to draw a line between them.
- It allows for reflection and understanding of gender concepts that have been developed to place inequalities within more significant structures
- It gives knowledge to the participants and empowers them to take action
- It envisions how to introduce gender perspectives in the process of designing services.



# Participants

## Who?

Let's say you are very interested in bringing this approach, but you do not know whom to invite to this workshop. Since gender tends to be a hot topic, we suggest that you send out a communication to assess who might be interested (you can use ours as a model) to get an idea who might be having those same thoughts in your head.

If it is the first time you facilitate a workshop, It might be a good idea to try it with people you feel comfortable with, this way you will feel at ease to explore your role as a facilitator while discussing the topic.

## Group size

Because this workshop aims to develop in-depth discussion through reflexion, we encourage small teams. It is designed for groups between 4 and 12 people, and we suggest that when the group is divided for activities, not to have groups larger than three people in each.

## Participants profile

As you might have the chance to invite people you know, try to envision first what might be vital for them. Maybe it's relevant for your design team to discuss opportunities for innovation or perhaps you would like to assess your design outcomes through a gender lens more carefully. One way to quickly identify these opportunities to bring to the workshop is to look for gender segregation, who is your design tackling and who it is not. This way you can choose beforehand to focus either on assessment or ideation processes.

## Your allies

To feel more confident during the workshop it is essential that you have on board people that consider this topic as relevant as you. Gender is a neglected topic in all aspect of society because it is frankly, hard to grasp and we all already have a lot on our plates. Make sure to invite the undercover or open feminist, the colleague that does not follow norms or that questions too much. They will help you carry out the workshop by coping with the uncertainty of the topic.

## Diversity

Although this might be obvious, you might be overwhelmed by other things. Bring along as much representativity as you can. Consider balance in your invitations and reach out personally as humbly as you can to those outside the binary system. Transgender and non-binary people. If no one in your organization is outside binary codes, you might want to note that down as one of your triggers in the workshop. Why is that so?

# The Workshop

## When to do this workshop?

This structure aims to be as inspirational as possible and does not target, initially specifically any pressuring situation. Try to think of it as a day to reflect and develop the skills of your team further. You can try to reproduce it at a summit day, a design team day or as a way to inspire your peers by bringing y new perspective. Although it is not a long format, it might not be appropriate to do in the vicinity of a big deadline. Take the planning guide and decide how long in advance you need to start planning the workshop.

## Duration and variables

Initially, the workshop is designed to take between 2 - 2.5 hours. Since it is an introductory workshop and assumes that the participants have not addressed the topic of gender within their design process. If you are planning to run the workshop longer, we suggest that you maintain the time relations of the agenda and the goal of each phase. Just train how to keep the participant's focus and add breaks, so you enable relaxation times. Be aware that due to the topic it is quite easy to detour outside the service design focus and end up talking about global inequalities, although relevant, they might make the participant feel powerless and discouraged.

## Location

You will need a comfortable room, places to sit and walls to paste the templates for discussion. It's up to the participants you have if they can spend much time standing or not. We suggest giving participants time enough to reflect through each phase comfortably in their preferred position. Make sure that the room is big enough so that teams can be divided and not interfere with each other.

## Content

As commented in the online meeting for multipliers, because this is a participant based experience, the material may always vary according to the group. The first part of the workshop includes involvement and self-reflection will give many directions on how to weave the content of the seminar to a personal perspective.

For each part of the agenda, you will find templates and descriptions in the next chapter of the guide. This include:

Templates and trigger questions for self-reflection

Content for knowledge transfer (lexicon)

Exercise over the design process

feedback template for participants

feedback template for the facilitator.



## Photos

As this project tries to grow, it is very daring to us that you document what happened during the workshop by taking photos and using the templates provided as well as by answering the feedback form after. One trick is to either invite a person to be the photographer or even to have a designated participant who would be in charge of making photos after every exercise.

## Considerations during the workshop.

The guide outlines the standard process of procedure of the workshop. If there's any particular reason why you might want to change and we have not yet clarified it in our meeting for multipliers, please feel free to get in contact and ask for help or feedback on your new plan.

# Communication During the workshop

As the facilitator, you have the power and the control of what participants are doing and how. It is important that although you remain humble and patient, you know why participants are doing the task and what the goal you need to achieve is. An excellent way to promote engagement towards a goal is to introduce to the participants the agenda of what they will do during the workshop and the purposes of the studio, so they are clear that there's no hidden agenda.

## The goals of the workshop

- To promote a unique space to reflect on how gender is present in services
- To bring people's perception and create conversations and empathy among participants.
- To challenge assumptions
- To understand how gender and service designers relate
- To envision how Services can nudge gender equality

# Structure

## Agenda

You will find a filled example and how to modify it in the next section. We encourage you to explain out the entire plan to participants and let them question if they have doubts.

## Ground rules

Give a chance to participants to rapidly brainstorm if there any rules that they would love to bring to this workshop. Many times we are boxed into stereotypes within our professions roles at work, giving the possibility to “change hats” this workshops might help start to break the ice. By co-creating a selection of ground rules you can warm up the team and off with a better mood.

## Workshop rules

Make sure you provide clear rules that apply to the workshop atmosphere and timing, although they might be already known to participants it is crucial to verbalize them at the beginning of the activity, so everyone feels synchronized and under the same guidance.

Some Workshop rules might be:

- Encourage discussions as conversations
- Stay optimistic although challenged.
- Reflect on your personal experiences
- Follow the instructions of the facilitator.

You might add your own rules regarding how well you know the participants that will join ad you might also want to ask participants to add their own.

## Icebreakers and energizers

These strategies are usually good to keep the mood going and up. Be careful to keep the right energizers that meet your audience: respect people's shyness and energy level and moving possibilities.

## Time for discussion and results presentations.

This is an inspirational workshop and a place that does not only pursue a physical outcome. Be conscious about the time you give the participants to discuss and sense how they are developing the topic. Check how participants feel, if communication flows slowly but constant, you might consider giving the discussion part a bit extra time.

## Participants participation

It is very important that participants are there because they want to and not because they have to. If you sense participants lack interest in the workshop, encourage discussion in questionings for longer time. Some people do not find relevance, it sometimes takes time to get them involved and to help them see the potential impact. Moreover, remember that there's not right or wrong in how much relevance a participant sees in the topic. The goal is to question it among peers.

# Expected results of the workshop

As the workshop does not focus on material outcomes, the outcomes are as well immaterial. Although you will have strategies written down and reasons why to engage with the topic. The most valuable results are in the questions and in the minds of every participant that took part. Therefore it is relevant to highlight in the feedback, how they might develop further those questioning and what they carry with them from the workshop. If you are a team working together, you might want to introduce a type of agenda or future steps to continue developing this perspective forward and together as a team. The feedback format you will find in the next chapter. Feel free to adapt it or to use our own.

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**03**

**Content of the  
workshop**

**The exercises to run the workshop are available for free very easily, just contact us :)**

As this is a research initiative, we highly appreciate feedback on our resources and tools. We are happy to provide you with all the workshops exercises as well as to hear your feedback after you have used them.

If you would like to have the complete material please do not hesitate to get in touch with us.

**[hello@sensitive-servicedesign.net](mailto:hello@sensitive-servicedesign.net)**

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**04**

**After the  
workshop**

## Share your learnings

Our community of service designers gains knowledge and expands with every participant of the workshop. As we have shared with you our ideas and education, we would love to hear what your further findings are and how you have reflected on it. We want to listen to what you have to say, what your new questions are and what you think the future of this movement can be. It is now your turn to complete the feedback structure like the participants did and send it to us.

## Thank you

These materials were developed by Abigail Schreider during the course of her thesis research at Köln international school of design. I want to thank you for contributing to enriching this knowledge and practice to grow the impact of our collective work.



Happy to get in touch, answer your questions or hear your comments

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