



SERVICE PURPOSE STATEMENTS & DESIGNATIONS

Program Design & Management (HSD-PDM)

Transforming People. Aligning Systems. Sustaining Performance.

What is the Purpose of Coop Di Leu Services?

Services are created to help clients answer essential, relevant questions and achieve advanced results through our service experiences. Each experience is designed to address one or more of the following questions:

1. What will make us successful at innovating (an initiative of choice)?
 2. How will our success increase our profit margin?
 3. What new thought life is necessary to transform how we respond to problems?
 4. What new products or services can result from our thinking?
 5. What process should we embrace?
 6. What problems will we solve after we embrace new processes?
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The Impact

- Authentic commitments to shared visions
 - Competitive advantage due to higher levels of personnel engagement
 - Cultural transformation that drives profits and people
 - Increased appreciation for the diversity of talent and perspectives
 - Motivation for human development that aligns with and promotes others
 - Ongoing learning opportunities that impact personal and professional development
 - Process efficiency and self-imposed accountability
 - Shared expectations from diverse perspectives
 - Strategic personnel assignments for tasks, committees, and response teams
 - Value-inspired affinity grouping
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Core Considerations for Service Rankings

1. Service content applicable to the client's skill level

Matching the complexity of tasks against baseline experience and formal authority to act

2. Scalable content

Capacity to build customized frameworks integrating people + systems

3. Implementation Complexity

Depth and breadth of innovation, adoption, rollout, and communication pathways

4. Leadership Impact

Relevance to urgent needs, intermediate, or long-term support

5. Service Footprint

Impact on the number of constituents

6. Measurement Applications

The amount of data needed for service success

7. Risk of Failure

The breadth of failure in implementing the service for people and businesses

8. Service Ambiguity

The degree of nuance and novelty associated with the service

Service Level Descriptions

Aspiring (limited-to-basic knowledge): The content of these services is designed to introduce attendees to concepts, skills, or technologies for the first time by providing a fundamental knowledge base. The main goal at this level is to learn the concepts and how to apply them.

Application: After completing services at this proficiency level, attendees can discuss terminology, concepts, principles, and issues related to the service topic.

Emerging (practical knowledge): These services teach attendees mastery of the standard application of concepts, skills, or technologies, with the expectation that they already have a fundamental understanding. “Stretch” experiences are also applied to expose attendees to future developmental needs.

Application: After completing services at this proficiency level, a client can apply the concepts covered in practical situations and work independently with some guidance. The client(s) are positioned to enhance their skill set or knowledge, and to understand and discuss the service’s application process and its implications of changes to processes, policies, and procedures.

Advanced (applied knowledge): Services to teach attendees specialized applications of concepts, skills, or technologies with the anticipation that they have already mastered everyday applications.

Application: After completing these services, a client can perform activities related to the service topic without assistance. A person who has achieved this level of mastery is generally a "go-to" for the service content in challenging scenarios, offering practical ideas, solutions, and process improvements related to the service and seeing them through to implementation. An individual being served at this level can also coach others in applying the covered concepts, translate them into easy-to-understand instructions, and participate in senior-level discussions about the service topic.

For Everyone: The service content is designed for the community at large, focusing on achieving overall exposure to a particular concept, issue, or application.

Service-Level Indicators

- **Aspiring**
- **Emerging**
- **Advanced**
- **All**



Skill Code Indicators:
A, E, Ad, All