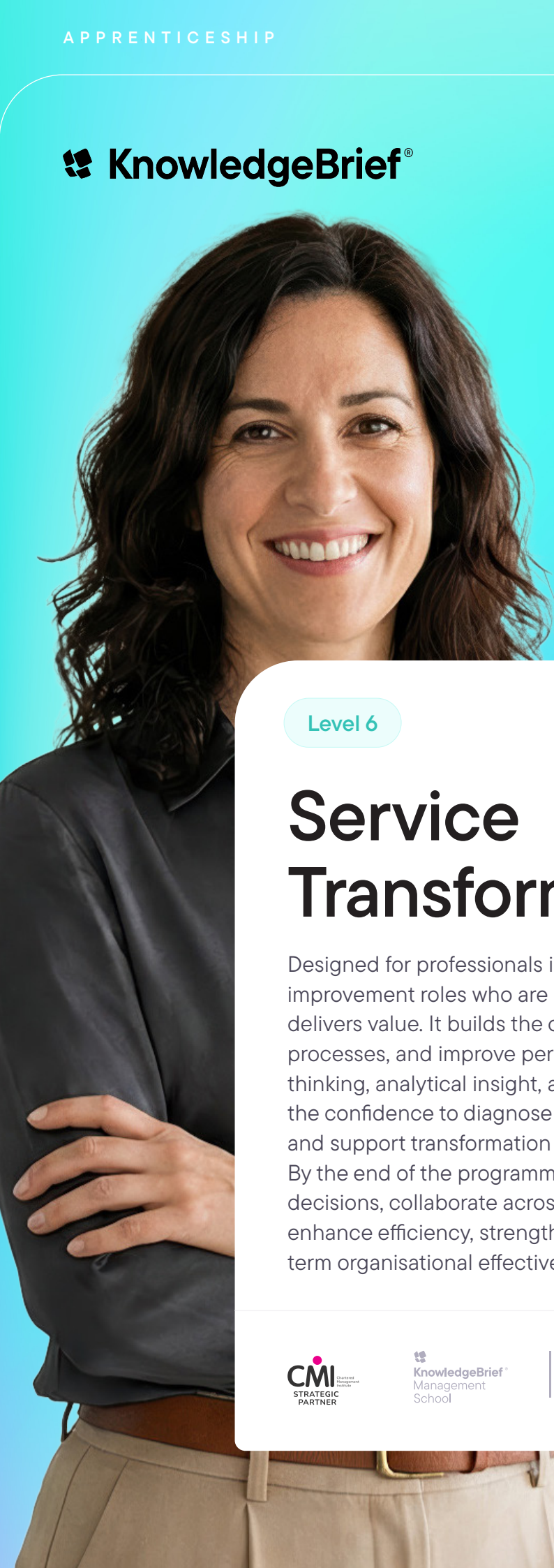


A portrait of a woman with dark, wavy hair, smiling and wearing a dark grey leather jacket over a light-colored top. She is positioned on the left side of the page, with her arms crossed.

Level 6

Service Transformation Leader

Designed for professionals in operational, digital, management or improvement roles who are ready to elevate how their organisation delivers value. It builds the capability to redesign services, optimise processes, and improve performance through a blend of service-design thinking, analytical insight, and practical leadership. You will develop the confidence to diagnose challenges, understand stakeholder needs, and support transformation initiatives that deliver measurable impact. By the end of the programme, you'll be equipped to influence strategic decisions, collaborate across functions, and lead improvements that enhance efficiency, strengthen management practice, and drive long term organisational effectiveness.





Lead Transformation, While Delivering Measurable Impact



Level 6

Service Designer

Duration: 15 months

What's Involved

This programme takes a structured approach that builds your ability to understand how services work, diagnose challenges and drive meaningful transformation. Across four interconnected parts, you will develop the confidence to analyse user and stakeholder needs, evaluate service performance, and identify opportunities for improvement through service design and effective management practice.

You will also develop the skills to design practical, evidence-based solutions, support transformation activity, and contribute to measurable improvements in performance, service delivery and user experience. As the programme progresses, the focus shifts towards long-term impact, supporting you to lead continuous improvement, influence organisational direction, and contribute to more effective, user-centred services.

What This Means for You

This programme will provide you with a strong understanding of business transformation and its role in organisational performance, enabling confident analysis of challenges, interpretation of user and operational data, and support for initiatives that improve service performance, efficiency and strategic responsiveness, while strengthening the ability to influence stakeholders, collaborate across teams, demonstrate leadership in practice and communicate priorities to support effective decision-making, management insight and long-term organisational value.

What You Will Achieve

Showcase your service design leadership expertise with these in-demand certifications. Once completed, you'll earn:

 Service Transformation Certificate KnowledgeBrief Management School	 Level 6 Service Designer Apprenticeship Skills England	 CMI Level 7 Award in Strategic Management & Leadership Practice Chartered Management Institute
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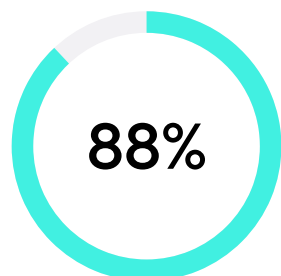
CMI Level 7 Strategic Management and Leadership Practice Award

Lead with Strategic Influence and Senior-Level Impact

The CMI Level 7 Strategic Management and Leadership Practice Award is designed for individuals ready to strengthen their strategic management and leadership practice. It will support you to develop the knowledge, skills and behaviours needed to drive business activity in senior, regional, specialist, director or CEO management and leadership roles.

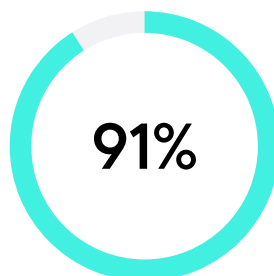


Learners' Outcomes:



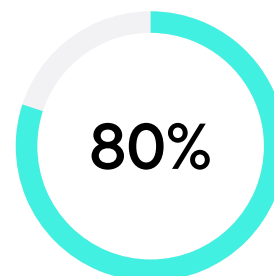
More inspired

88% said their communication had improved.



More confident

91% said they have increased confidence.



More qualified

4 out of 5 of our learners achieve a Distinction.

Benefits for Employers

Strengthen your organisation's ability to design better services and deliver meaningful transformation. This programme develops confident professionals who can analyse complex challenges, understand user and stakeholder needs, and apply practical, user-centred solutions. This will support improved service performance, operational efficiency, and stronger organisational agility.



Planting the Future, One Learner at a Time

Every time a learner completes this apprenticeship, we plant a tree to celebrate their personal growth and help to support global reforestation projects.

What You Will Learn

PART 1

Leading Service Design for Organisational Transformation

This part builds the core understanding required to lead effectively in service transformation. You will explore how service design principles, systems thinking and organisational context shape transformation activity, how evidence and user needs inform leadership decisions and how service mapping reveals opportunities for improvement. You will develop awareness of leadership accountability, evidence-based decision making, strategic priorities and the wider organisational factors influencing service transformation decisions.

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	Workshops	Reviews
Principles of Service Design Leadership	Leading Evidence-Based Decision-Making	Using Service Mapping to Lead Transformation	2	Starting Point Meeting and Progress Review

PART 2

Shaping Transformation Solutions

This part focuses on shaping and selecting credible transformation responses. You will develop the capability to define and challenge transformation problems, generate and evaluate strategic concepts and make evidence-based decisions about which options should progress. Emphasis is placed on inclusive problem framing, strategic ideation, structured prioritisation and balancing evidence, stakeholder perspectives, value, feasibility, risk and organisational priorities to support clear and defensible transformation decisions.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 2.3	Workshops	Reviews
Defining the Transformation Problem	Strategic Ideation and Transformation Concepts	Balancing Priorities for Better Decisions	2	Tripartite Meeting and Progress Review



PART 3

Leading and Delivering Service Transformation

This part develops your ability to lead transformation activity through testing, collaboration and delivery. You will build confidence in using prototypes and user testing to generate evidence, facilitating multidisciplinary engagement and developing capability in others. Focus is placed on governance, evaluation, stakeholder alignment, benefits realisation, operational readiness and sustaining service improvements through clear ownership, accountability and continuous improvement.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	Workshops	Reviews
Prototyping, Experimentation and Evidence-Based Practice	Leading Co-Design, Influence and Capability	Service Ownership, Performance and Continuous Improvement	2	Tripartite Meeting and Progress Review

PART 4

Responsible Leadership, Change and Future Transformation

This final part strengthens your ability to lead responsible and future-focused service transformation. You will explore ethical leadership, governance, regulation, inclusion, sustainability and the organisational controls needed to support accountable decision-making. You will develop confidence in balancing competing priorities, preparing for emerging developments and sustaining transformation through clear accountability, continuous improvement and long-term organisational readiness.

Learning Cycle 4.1	Learning Cycle 4.2	Learning Cycle 4.3	Workshops	Reviews
Ethical Governance and Organisational Accountability	Inclusive and Sustainable Transformation	Leading Future-Focused and Continuous Transformation	2	Gateway Tripartite Meeting, Progress Review and EPA Prep

How You Are Assessed

Once the programme is complete, you will be assessed through the End-Point Assessment (EPA) by an independent, approved assessment organisation.

Work-Based Project with Report and Presentation

You will complete a substantial work-based project focused on designing or improving a service within your organisation. The project must have a clear business benefit and be relevant to your role.

Project Report

- You will produce a structured 4,000-word written report outlining your approach, research, analysis, findings and recommendations
- The report will include elements such as project scope (including aims, objectives and key performance indicators), planning, research outcomes, data analysis, conclusions and a mapping of how your work demonstrates the required knowledge, skills and behaviours

Presentation with Questioning

- You will deliver a presentation to an independent assessor based on your project, followed by a structured question and answer session

- The presentation will typically last 25 minutes, followed by approximately 35 minutes of questioning (60 minutes total)
- The assessor will ask a minimum of 6 questions to explore your approach, decision-making and demonstration of competence

Professional Discussion Underpinned by a Portfolio of Evidence

- You will take part in a 60-minute structured professional discussion with an independent assessor
- This is supported by a portfolio of evidence developed during the programme, which demonstrates how you have applied knowledge, skills and behaviours in your role
- The assessor will ask a minimum of 8 questions to explore your experience, decision-making and professional practice in more depth

The results from both assessment methods are combined to determine your overall apprenticeship grade. The following grades are available: Fail, Pass, Distinction.

| AI ESSENTIALS

Develop Practical AI Confidence at Work with This Free AI Essentials Bolt-On

AI Essentials gives you the opportunity to strengthen your understanding of AI through a flexible, self directed module that is optional and free of charge.

Designed to build practical confidence and workplace impact, it helps you explore how AI is used in real organisational contexts, where it can add value, and how to apply it responsibly through AI supported insight, workflow improvement, decision making and effective prompting.

Take the next step towards confident, practical use of AI in your organisation.





Core Elements of Your Programme



Workshops

Workshops deliver expert-led learning on core service design, transformation and strategic improvement practices. These engaging, interactive sessions bring key areas of the curriculum to life through practical activities and real workplace application, helping you explore user needs, design meaningful improvements, manage transformation activity and contribute to long-term organisational value. Topics include:

- Leading Service Transformation
- Making Strategic Transformation Decisions
- Ethical Transformation Leadership
- Shaping the Future of Transformation



Dedicated Support at Every Step

Work with a dedicated Skills Coach who supports you throughout your learning journey. From regular progress reviews to clear guidance, practical feedback and focused preparation for EPA, your coach will help you stay on track, build confidence and apply your learning in the workplace. Learners regularly highlight the encouragement, responsiveness and expertise of their KnowledgeBrief coaches, recognising the difference this consistent, personalised support makes to their progress and success.



Techniques and Insight Questions

Build clear understanding of key concepts and learn how to apply them with confidence in your role. Techniques introduce important ideas through structured resources, helping you connect theory to real workplace practice. You will then complete an Insight Question, a short written task that helps you reflect on your learning and apply it to your own responsibilities.



Work-Based Evidence

Turn your day-to-day work into meaningful evidence of your development. You will build your portfolio through real workplace activity, capturing examples from tasks such as meetings, presentations and projects. This helps you apply learning in context, show progress against your role responsibilities and demonstrate the value you are creating for your organisation.

CORE TECHNOLOGY PLATFORMS



KBPro Digital Ecosystem

A connected experience for learners, clients and performance

KBPro brings learning and client insight together in one intelligent environment. By integrating the Learner Experience Platform and Client Experience Platform, it connects development and performance seamlessly. Learners, managers and clients stay aligned through real-time visibility, shared insight and a consistent, fully brandable experience that supports progress, accountability and measurable impact.



Learning that Fits Your World and Drives Real Progress

Our Learning Experience Platform (LXP) is designed to enable busy professionals to learn when they can, where they can, offering bite-sized modules, real-time feedback and time to reflect. It blends theoretical knowledge with work-based projects, helping learners build confidence and apply knowledge at work. The result is a personalised, intuitive experience that turns everyday learning into lasting progress.



Clarity and Insight to Track, Support and Maximise Impact

The Client Experience Platform (CXP) gives clients and line managers a clear, real-time view of each learner's journey. No chasing, no guesswork. With smart insights, progress tracking and performance dashboards, it brings people together around learner success, making collaboration easier and impact for your organisation more visible, all while keeping things refreshingly simple.



Our Learners Say

“I’ve seen an increase in confidence – people are more willing to step forward, more assured in their working styles, and adapting that to their teams.”

— **Stella Heskey**, Head of Learning & Organisational Development, GamCare

“You learn something, and you can apply it straight away. That’s where the real value is. The learning helped me review and improve existing ways of working and make meaningful improvements across the organisation.”

— **Caroline Robertson**, Avrion

4.7 Rated **Excellent** by our Learners
★ **REVIEWS.io**



Rated **4★ Excellent** Gov.uk provider
by Employers and Apprentices



treeapp
5700+ m² Land Reforested

 **KnowledgeBrief®**

Let's talk

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