

- What is the goal of blueprinting this process? Will this resonate with participants?
- Will participants be blueprinting the process as it exists today? An ideal process? Both? Describe how you would like participants to approach thinking about the process.
- What should the blueprint template look like for this process? Do you need to include an Onstage Technology row? Are additional rows required? For example, in blueprinting a business-to-business service offering, there are often multiple stakeholders within a client firm whose needs must be addressed so firms often add multiple customer rows.
- Are there specific things you would want to capture on the blueprint such as moments of truth, internal and/or external fail points, time, etc.? How will these items be captured?

- What areas within the organization or individuals should participate in blueprinting this specific service process? This is one of the most critical decisions to make! This can make or break a blueprinting session. Once you have all of the participants identified, you can assign teams. Teams should be created so that all of the needed knowledge about the service process and diverse perspectives are present on each one. We find that having multiple teams blueprint the same process can be very beneficial.

- There are many decisions to be made regarding the logistics of the actual session.
 - Do attendees need to gain knowledge (for example, about the focal customer, new technology, etc.) prior to blueprinting? How will that information be shared?
NOTE: It is very important that knowledge about the customer experience and perspective is brought to the session through data, prior customer journey mapping, frontline employee experience, and/or by involving customers themselves, etc. in order to blueprint the service from the customer's point of view.

 - How many processes are being blueprinted during the session?

 - How many teams are blueprinting each process?

 - When the teams are blueprinting, will they be actively or passively facilitated? If they are going to be actively facilitated, who will play that role?

 - How are you going to make sure the key insights and important discussion points are fully captured and shared during the session?

- How will the information and insights generated during the session be captured and shared afterwards with those who could benefit from the information? Who will be in charge of getting feedback on the blueprints from other subject matter experts? Who will be in charge of making sure relevant action items are completed in a timely fashion?

Embedment Phase

- How will the blueprints created during the session be used within the organization (e.g., for training)? Who will be in charge of updating the blueprints? On what frequency? How?

- How can you help embed knowledge about and spur use of service blueprinting within your organization? What mechanisms can be put in place to keep service blueprinting top of mind for employees (e.g., require blueprinting as part of new service development)?