
Adam Lawrence



Adam Lawrence is a well-known consultant, practitioner and educator in the field of service design and design thinking. He is also a stand-up comedian and actor.

Adam is the Co-Founder of WorkPlayExperience, a company which helps organizations worldwide change how their staff, partners, and customers work together to discover and create value. In 2010, Adam co-initiated the world's biggest service innovation event: the award-winning Global Service Jam. This was soon followed by the Global Sustainability Jam and the Global GovJam, and Adam he has been a leading figure in establishing the global community of practice and sharing around the Jams.

In 2017, Adam Lawrence co-wrote *This is Service Design Thinking*, a top-selling volume which has become the standard reference book in for many practitioners and academics. He also teaches and gives keynotes on service design and human-centered innovation all over the world, and is adjunct professor for service design thinking at the world-class IE Business School in Madrid.

His background ranges from psychology, marketing, and product innovation to professional theater and comedy. Adam is fascinated by human interaction, so at WPX he focuses on the “front stage” of services and how groups of people from different back- grounds can work together effectively while having a great time. He has developed and adapted several theatrical tools and lenses and introduced them to the world of service design and facilitation.