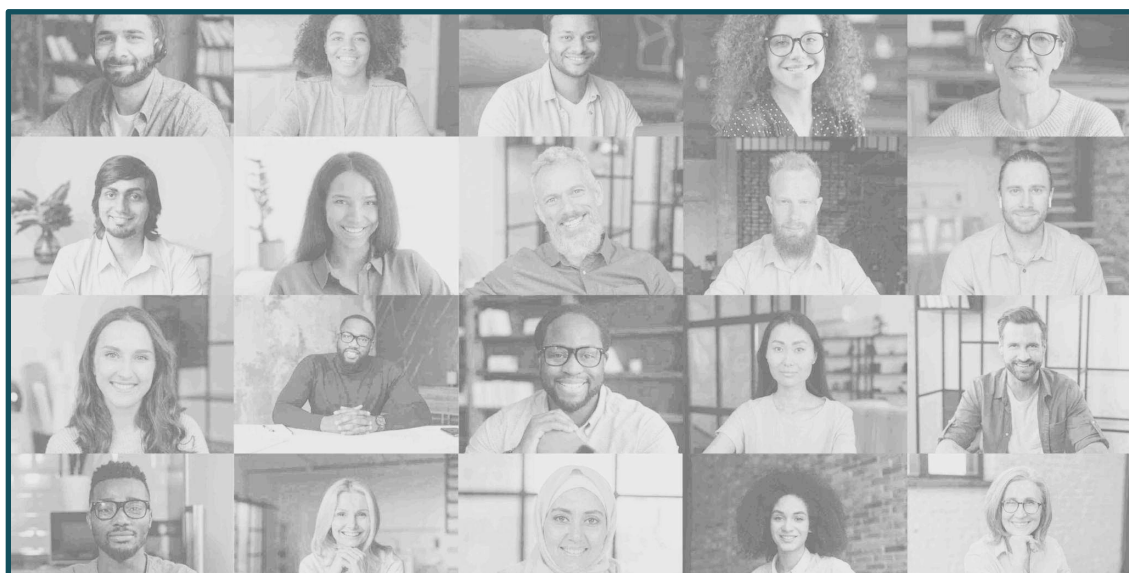




ISSIP Handbook (2024 Edition)



Initially created by [Ralph Badinelli](#) and [Haluk Demirkan](#) in 2016, this ISSIP Handbook was fully updated by ISSIP co-founder and board director [Jim Spohrer](#) working closely with the 2024 ISSIP Executive Committee: [Deborah Stokes](#) (president), [Nicole Reineke](#) (vice president), [Michele Carroll](#) (executive director), past presidents [Terri Griffith](#) and [Utpal Mangla](#), and board directors [Haluk Demirkan](#), [Yassi Moghaddam](#), [Sunil Kripilani](#), [Vanita Wells](#), [Annie Hardy](#), [Warner de Gooijer](#), [Jeff Welser](#), [Ammar Rayes](#).

ISSIP Handbook (2024 Edition)

President's Welcome

Welcome to our International Society of Service Innovation Professionals (ISSIP) non-profit professional association, community of practice, and platform. You are receiving a copy of our ISSIP Handbook because of your interest in participating. Please acquaint yourself with the contents. [All participants in the community must agree to and follow the code of conduct](#) before engaging with our non-profit, community, and platform. Please share any questions or concerns to handbook@issip.org.

In 2012, ISSIP was founded with the mission of supporting service innovation in our interconnected world. Our non-profit professional association platform supports give-get-grow community engagement at all stages of career development, from student to diverse career roles to retired. Support includes recognition and awards for growing and sharing knowledge at events (see [Recordings](#)), in publications (see [Books](#)), in practice via innovative offerings (see [Annual Excellence Award](#)).

Today's service innovations combine advanced technologies for amplifying capabilities, business models for scaling benefits, and institutional arrangements for mitigating harms. We take great pride in the diversity of participants in the community and on the platform. Together we focus on value cocreation activities which are at the heart of all service innovations in business and society. With humility and compassion, we embark on our innovation journey and annual cycle of activities together. We thank you for your interest in and contributions to the give-get-grow activities of the ISSIP community of practice and professional association platform.

Service is dynamic, economically significant and truly worthy of study across sectors, disciplines, cultures, advancing technologies, work practices, and mind sets. Globally, the way people and organizations interact to give and get service is undergoing a seemingly endless stream of changes fueled by the digital transformation of business and society. Amidst all these changes and innovations, we define service as the application of resources (e.g., knowledge) for the benefit of another. Together we can improve our T-shaped skills, including communications breadth and problem-solving depth. Let's responsibly design, engineer, deliver, manage and govern evermore socially conscious, humanity-centered service system innovations. We welcome practitioners, scholars, policy makers, educators and students who recognize the value of investing in this type of lifelong learning and professional development with a focus on service innovation in our interconnected world.

Sincerely,
[Deb Stokes \(ISSIP President 2024\)](#)

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Summary of Handbook

Code of Conduct: The way people interact with each other matters. Respect for the individual, no matter how different from each other, matters. All participants must acknowledge they understand, and agree to abide by the [code of conduct](#). We aim for the cocreation of value with polite and professional interactions, and zero tolerance for harassing or unwelcomed interactions. People do make mistakes, slips, and errors, and conflicts do occur. Participants are encouraged to seek to resolve conflict situations amicably and on their own, but documentation with escalation is an option.

Annual Calendar: The annual cycle of activities is summarized in a [calendar](#). Each month is busy for leaders, teams, and participants. Highlights are shared in the monthly ISSIP newsletter and website blog posts. Quarterly, an ISSIP community engagement online meeting invites new participants to share give-get-grow stories and plans. Twice a year, the last Wednesday of January and June, the executive director helps the president prepare a progress update to the board that is open to all ISSIP participants. January is when the new list of ISSIP ambassadors is formally announced, along with any new ISSIP fellows. The June progress call is when the new list of ISSIP excellence award winners and distinguished recognition are announced.

Non-Profit Professional Association: California non-profit with [bylaws](#). ISSIP is free to individuals. To cover operating costs, the non-profit receives donations, grants, and special-purpose fees from organizations and individuals. Every other week, the executive director convenes the executive committee (senior ISSIP leaders present and past, including several board members) to review operations. Twice a year, the executive director ensures board progress updates. Also, twice a year, the strategy council and donors rank service innovation topics to identify discovery summit and speaker series topics.

Community of Practice: Programs to engage participants. A wide range of programs are designed and delivered by program leaders who assemble operations teams and rely on active participants to engage and cocreate. Program team leaders, operations teams, and participants stay in close collaboration with the executive director, who reviews, approves, or recommends required changes to all activities associated with the ISSIP non-profit, community, and platform brand. Together these program teams promote service innovation knowledge sharing in events and publications, as well as recognition for contributions to the communities' efforts to give-get-grow together.

Platform: Constellation of platforms for sharing knowledge. New participants register as users on website (WordPress, Hostgator) and sign up for monthly newsletter (Mailchimp); join the LinkedIn (company and group); follow ISSIP YouTube (recordings) & Slideshare. Books are on Business Expert Press website. Slack is for program leaders and operations teams to coordinate. Google Drive is for documentation, event invitations and surveys. ISSIP emails (@issip.org) are in Google Workspace.

Code of Conduct

Ethical professional conduct is expected of every participant of the ISSIP non-profit professional association, community of practice, and platform. The ISSIP [code of conduct](#) consists of imperatives, responsibilities, and commitments. Participants must agree to follow the code. Furthermore participants must agree that in all matters of day-to-day operations (1) all participant roles seeking to help the ISSIP community respectfully take direction from the ISSIP executive director, (2) all participant service roles (leaders/teams) last for one year, unless renewed by executive director mutual agreement, and (3) any participant concerns not resolved by the executive director should be escalated to the president, only going to the board if the president deems documentation/escalation appropriate.

1. General Moral Imperatives: As an ISSIP participant, I will...

- 1.1 Contribute to the well-becoming of people and our planet. Avoid harm to others.
- 1.2 Be fair and take action not to discriminate. Be honest and trustworthy.
- 1.3 Honor property rights. Give proper credit for intellectual property.
- 1.4 Respect privacy and dignity of others. Honor confidentiality. Question ideas, not people.
- 1.5 Constructive feedback to others should be a private, polite, mutually respectful matter.

2. Specific Professional Responsibilities: As an ISSIP participant, I will...

- 2.1 Improve public understanding of service, service systems, and service innovations.
- 2.2. Accept and provide polite and constructive professional review. Never defame or demean.
- 2.3 Access and share access to resources in an appropriate manner. Limit self-promotion.
- 2.4 Know and respect [existing laws](#) pertaining to professional work.
- 2.5. Give thorough evaluations of systems including impacts, possible risks, and harms.

3. Specific Leadership Responsibilities: As an ISSIP leader, I will...

- 3.1 Create opportunities for lifelong learning and T-shaped professional development of skills.
- 3.2. Articulate social responsibilities and encourage full acceptance of those responsibilities.
- 3.3 Acknowledge and support proper authorized uses of resources, including data resources.
- 3.4 Articulate and support policies that protect the dignity of participants.
- 3.5 Design and build systems to enhance the quality, effectiveness and dignity of working life.

4. Commitments: As an ISSIP participant, I will...

- 4.1 Support the professional development of others.
- 4.2 Focus on productive, value cocreation activities for the ISSIP community.
- 4.3 Uphold and promote the principles of this code.
- 4.4 Report suspected violations to appropriate leaders in a polite and professional manner.
- 4.5 Abide by leadership decisions. Update guidelines as needed to avoid future conflicts.

Annual Calendar

The [annual calendar of activities](#) for participants includes monthly newsletter summaries of activities and events; quarterly welcomes to share give-get-grow plans; twice annual, online update and board of directors calls, open to all participants, to highlight non-profit, program and platform progress.

January: Progress update and board of directors online meeting (open to all ISSIP participants) is the final Wednesday of the month at 12 noon PT; Review of previous year, thank outgoing president, welcome incoming president and vice president, as well as any new ambassadors ([ongoing ambassador nomination process](#)) and service role leaders & operations team members. A similar community engagement on-line meeting occurs the second Wednesday, quarterly, new participants welcome.

February: Awards & recognition team scores the nominations for the annual excellence award.

March: Winners of annual excellence award notified.

April: Press release and blog post share excellence award winners. Second Wednesday, quarterly community engagement on-line meeting, new participants welcome. Accountant files federal and state tax returns to maintain non-profit status.

May: See [calendar](#), like most months, the project team and routine speaker series are happening. Platform renewal fees due.

June: Progress update and board of directors online meeting (open to all ISSIP participants) is the final Wednesday of the month at 12 noon PT – excellence award winners celebrated.

July: Second Wednesday, quarterly community engagement on-line meeting, new participants welcome.

August: Nominations for vice president open.

September: Vice president candidates' biographies and position statements are posted to ISSIP website blog. Nominations for excellence award open.

October: Election of ISSIP vice president. Second Wednesday, quarterly community engagement on-line meeting, new participants welcome.

November: Strategy council meets to discuss and prioritize “hot” service innovation topics and seek discovery summit and/or event series program leaders.

December: Nominations due for ISSIP excellence in service innovation awards by midnight PT Dec. 31st.

Non-Profit Professional Association

California non-profit with [bylaws](#). ISSIP is free to individuals. To cover operating costs, the non-profit receives donations, grants, and special-purpose fees from organizations and individuals. Every other week, the executive director convenes the executive committee (senior ISSIP leaders present and past, including several board members) to review operations. Twice a year, the executive director ensures board progress updates. Also, twice a year, the strategy council and donors rank service innovation topics to identify discovery summit and event series topics.

Non-Profit [Bylaws](#): All California non-profits are required to have [posted bylaws](#). The bylaws primarily discuss adding and removing board members, as well as the brief descriptions of senior leadership roles and processes for president, secretary, treasurer, and executive director.

Bi-Annual [Board of Directors & Progress Calls](#): Twice a year, all participants are invited to a progress update call. ISSIP board members voice their priorities.

Annual Election of Vice President/President: [A vice president elect is chosen each year by the election committee](#), then serves the following year as vice president, then becomes president the year after that, and finally the next year chairs the election committee. Past presidents have been drawn from both industry and academia.

Secretary, Treasurer, and Executive Director: These are roles mentioned in the bylaws. The [job description for executive director](#) has been created.

Bi-weekly Executive Committee Calls: The executive director sets the agenda for these meetings which happen twice a month to ensure operations. Typically, the executive director oversees and directly or indirectly handles all day-to-day routine operations decision making. The president is consulted on novel or non-routine matters. President may escalate decisions on non-routine topics to the board.

Strategy Council & Donor Calls: The vice president is the chair of the strategy council. The strategy council generates an annual list of priority service innovation “hot topics” each year and finds a leader for a discover summit event (or event series).

Summary of Responsibilities: The secretary of the board of directors works closely with others to ensure the [bylaws](#) are followed, the non-profit operates effectively with taxes and other state and federal forms filed. The secretary may delegate to the executive director who is responsible for [day-to-day operations](#). The secretary and executive director work closely with all board members, the treasurer, the president, vice president, the strategy council, and members of the executive committee (which may include past board members, presidents, and strategy council members in addition to those currently in those roles).

Community of Practice

Programs to engage participants. A wide range of programs are designed and delivered by unpaid, volunteer service role program leaders who assemble operations teams and rely on active participants to engage and cocreate. Program team leaders, operations teams, and participants stay in close collaboration with the executive director, who reviews, approves, or recommends required changes to all activities associated with the ISSIP non-profit, community, and platform brand. Together these program teams promote service innovation knowledge sharing in events and publications, as well as recognition for contributions to the community's efforts to give-get-grow together.

2024 Program Teams: The 2024 set of program teams include: [Annual Excellence in Service Innovation Awards](#), [Annual Ambassadors Announcement](#), [Quarterly Welcome for New Participants](#), [Monthly Newsletters](#), [Discovery Summits & Event Series](#), [Books – Business Expert Press](#), [AI Collab - Academic Industry Collaborations](#), [MyT-Me – T-Shaped Skills Platform](#), [Conferences](#).

Program Leaders: The executive director approves program team leaders, oversees nominations and transition processes, and works with the program team leaders to put in place operation teams to handle all tasks and activities for successful execution of programs.

Program Operations Teams: The executive director works closely with the program leaders to establish tasks and activities and identify community participants to join the program operations teams.

Summary of Responsibilities: Bi-annual reporting during progress calls with the board of directors, designing role transitions and onboarding, implementing automation and augmentation, starting and stopping programs, documenting the program team roles, tasks, and activities in the ISSIP guidelines.

Platform

Constellation of platforms for sharing knowledge. New participants register as users on the ISSIP website (WordPress, Hostgator) and can sign up for the monthly newsletter (Mailchimp). They also join the LinkedIn (company and group), and can follow ISSIP YouTube to access event recordings, and ISSIP Slideshare for presentations. Books are posted to the Business Expert Press website. Slack is used for program leaders and teams to coordinate operations. The ISSIP Google Drive is used for documentation as well as event invitations and surveys. ISSIP emails (@issip.org) are part of a Google Workspace. While the ISSIP platform is mostly open access, the executive director determines who has access to Google Drive and other limited access parts of the ISSIP Platform.

2024 Constellation of Platforms: [Website](#) (WordPress, Hostgator, Hostmonster), [LinkedIn Company](#), [LinkedIn Group](#), [YouTube](#) for Event Recordings, [Slideshare](#) for Event Presentations, [Slack](#) for Leader and Operation Teams Communications, [Badgr](#) for Digital Credentials. Additional expertise is also needed for Google Workspace, Google Calendar, Google Drive, Zoom, and Mailchimp used by ISSIP leaders.

Platform Leaders: Platforms often require fees and passwords – so platform leaders work with the executive director. To keep operating costs low, ISSIP prefers platforms that have a free tier for non-profits. To ensure global access, ISSIP prefers platforms that do not run into access limitations imposed by businesses or nations. While no set of platforms perfectly matches ISSIP platform needs for low cost and universal access, the search by platform leaders is on-going to find the best constellation of platform for ISSIP’s diverse, global participants.

Platform Operations Team: The executive director works closely with the platform leaders to establish tasks and activities and identify community participants to join the platform operations teams.

Summary of Responsibilities: The executive director is responsible for all day-to-day operations of ISSIP including platforms. Keeping the platform accounts in good standing, updating those who should have access, and reviewing alternatives are just some of the responsibilities. Documenting the platform team roles, tasks, and activities in the ISSIP guidelines.

Call to Action

Together we can achieve our mission to support service innovation in our interconnected world.

Our ISSIP non-profit professional association, community of practice, and platform exist to provide knowledge sharing and development opportunities for service innovation professionals by supporting the give-get-grow activities of participants at all career stages, from student to diverse career roles to retired.

All ISSIP participants, to be in good standing, must acknowledge reading, understanding, and agreeing to the code of conduct.

Please indicate [here](#) that you agree to the code of conduct.

To suggest changes to the annually updated ISSIP Handbook, you can email <handbook@issip.org> with any questions or concerns.

Thank-you for your participation and supporting service innovation.

Quick Links

[Code of Conduct](#)

URL: <https://docs.google.com/forms/d/e/1FAIpQLSfBolsKNgUOONASJy85qLAIqyeSIYCdhgMgFgRBOXFN1LyPA/viewform>

[Calendar](#)

URL: https://service-science.info/wp-content/uploads/2024/06/Picture12024-ISSIP-Annual_Calendar-2024-Calendar_ISSIP-High-Level.pdf

Non-Profit Professional Association

[Bylaws](#)

URL: https://service-science.info/wp-content/uploads/2024/06/Picture12014-ISSIP_Website_Bylaws-ISSIP-Bylaws-Approved-02142014.pdf

[Executive Director Role](#)

URL: https://service-science.info/wp-content/uploads/2024/06/Picture12022-ISSIP_Website_2022-Job-Description-Executive-Director-Part-time-ISSIP.pdf

[Bi-Annual Board and Progress Update Events](#)

URL: https://issip.org/progress_bod_calls/

[Annual Vice President Election – Becomes President Following Year](#)

URL: <https://issip.org/meet-the-nominees-for-vp-2024-president-2025/>

Programs

[Annual Excellence in Service Innovation Award](#)

URL: <https://issip.org/awards/>

[Annual Ambassadors Announcement](#)

URL: <https://issip.org/about-issip/community/ambassadors/>

[Quarterly Welcome for Community Participants – Give-Get-Grow Plans Shared](#)

URL: <https://docs.google.com/forms/d/e/1FAIpQLSdh3YIOgs1uhYqbcSsVS3IHmaJH7GuW4oE9k4qg67p-MbQD5Q/viewform>

[Monthly Newsletter](#)

URL: <https://issip.org/newsletters/>

[Discovery Summits & Event Series](#)

URL: <https://issip.org/issip-2024-event-series-ai-challenges-to-global-democracy/>

[Books – Business Expert Press](#)

URL: <https://issip.org/issip-and-bep/>

[AI Collab – Academic-Industry Collaborations](#)

URL: <https://issip.org/ai-collab-offering/>

[MyT-Me – T-Shaped Skills Development](#)

URL: <https://issip.org/issip-community-first-to-discover-myt-me-shape-with-innovative-new-platform-that-scores-your-t-shape/>

[Conferences](#)

URL: <https://issip.org/2024-upcoming-conferences/>

Platforms

[Website](#)

URL: <https://issip.org>

[LinkedIn Company](#)

URL: <https://www.linkedin.com/company/international-society-of-service-innovation-professionals-issip-/>

[LinkedIn Group](#)

URL: <https://www.linkedin.com/groups/4720974/>

[YouTube – Posted Recordings from Events](#)

URL: <https://www.youtube.com/@ISSIPorg/videos>

[Slideshare – Posted Presentation from Events](#)

URL: <https://www.slideshare.net/issip/presentations>

[Slack – Leader and Operation Teams Communication](#)

URL: <https://issip.slack.com>

[Badgr – Digital Credentials](#)

URL: <https://badgr.com/issuers/5ef5845594e966745813e43d/badges>