

# The co-creation of services

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## Propositions belonging to the Dissertation

# The Co-Creation of Services

by Anna-Sophie Oertzen

1. The future belongs to the co-creative enterprise. (*Venkat Ramaswamy and Francis Gouillart*)
2. Genuine services co-creation that transcends tokenistic approaches to collaboration requires multi-directional communication among the involved parties, who must actively participate and engage in the co-creation process. (*This dissertation, Conclusion*)
3. The human-centred perspective of service design contributes to co-creation as a process, a toolbox, and a mind-set. (*This dissertation, Conclusion*)
4. Genuine services co-creation supports institutional change by generating legitimacy through its beneficial outcomes. (*This dissertation, Conclusion*)
5. Co-creating services requires paradoxical thinking. (*This dissertation, Conclusion*)
6. Co-creation should not be applied half-heartedly or as a commonly used buzzword; rather, co-creation efforts should be purposefully evaluated with regard to when to use them, which outcomes to pursue, whom to collaborate with, and how to facilitate the process. (*Own reflection*)
7. When you design for meaning, good things will happen. (*Doug Dietz at TEDx San Jose CA*)
8. If you want to accomplish things, you cannot sit back and wait for things to happen. You have to go out and happen to things. (*Based on Leonardo da Vinci*)
9. Coming together is a beginning, keeping together is progress, working together is success. (*Edward Everett Hale*)
10. Let us build a house, let us make this house our home—together, let us co-create the future!