



BurnBright Advisory

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INTERVENTION INTELLIGENCE

Service Improvement Playbook™

A Repeatable Method for Citizen-Centred Continuous Improvement

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INTERVENTION LAYER

ZONE 1 • EXECUTIVE HERO PANEL

Service Improvement Playbook™

The Service Improvement Playbook™ gives public service teams a repeatable method for continuous, citizen-centred improvement — combining structured improvement cycles, citizen-centred design practice, process optimisation and leadership engagement into a single Service Improvement Index™ tracked over time.

Estimated completion time: half-day workshop to launch; 60–90 minutes per improvement cycle thereafter.

Citizen impact: directly improves the experience and outcomes of citizens using the service under review.

Governance impact: creates a transparent, evidenced record of improvement decisions and their rationale.

Leadership competencies developed: citizen-centred design, evidence-informed prioritisation, continuous improvement facilitation.

ZONE 2 • EXECUTIVE DASHBOARD (CONTEXT)

Why It Matters

Public services often improve in bursts — a major review every few years — rather than continuously. The gap between reviews is where service quality drifts, citizen frustration accumulates, and small fixable problems compound into larger, harder-to-fix ones. A repeatable, lightweight improvement cycle catches problems while they are still small.

Small cycles beat big reviews

A team running a 60-minute improvement cycle every month will identify and fix more real citizen-facing problems over a year than a team running one exhaustive review every three years — because most service problems are small, specific and fixable quickly once noticed.

Public Service Intelligence Framework

The playbook structures improvement around four components:

- Continuous Improvement Cycles — a short, recurring structure for noticing and fixing problems
- Citizen-Centred Design — a discipline of validating improvement ideas with actual citizens, not just internal opinion
- Process Optimisation — removing steps that don't add value to the citizen or the organisation

- Leadership Engagement — visible, regular leadership attention to improvement work, not just delegation

ZONE 3 • INTERACTIVE PLANNING CANVAS

Interactive Components

Improvement Cycle Log

Use this template for each improvement cycle:

Field	Entry
Service / process under review	[]
Problem noticed	[]
Citizen evidence (quote, data, complaint pattern)	[]
Proposed change	[]
Owner	[]
Review date	[]

Service Improvement Index™ Scorecard

Score each dimension from 1 (poor) to 5 (excellent) at the start and end of a quarter:

Dimension	Start Score	End Score	Change
Citizen satisfaction	[]	[]	[]
Process efficiency	[]	[]	[]
Staff confidence in the process	[]	[]	[]
Number of repeat complaints	[]	[]	[]

ZONE 4 • AI LEADERSHIP REFLECTION PANEL

AI Public Service Coach

Leadership reflection prompt

"Here is my completed Improvement Cycle Log: [paste]. Is the proposed change addressing the root cause, or just the symptom citizens noticed?"

Decision support prompt

"Given limited capacity this quarter, help me decide whether this improvement cycle or another competing priority should go first."

ZONE 5 • EXECUTIVE INTELLIGENCE REPORT

Implementation Guide

Immediate Actions — 30-Day Priorities

- Select one service to pilot the improvement cycle with, and identify the team that owns it

Short-Term Actions — 90-Day Roadmap

- Run at least three improvement cycles using the log template above
- Complete the first Service Improvement Index™ scorecard at quarter-end

Long-Term Actions — 12-Month Transformation Strategy

- Extend the cycle to all citizen-facing services, with quarterly scorecards reviewed by senior leadership

Dashboard Metrics: this playbook is the primary driver of Citizen Value, and meaningfully contributes to Continuous Improvement and Administrative Efficiency.

ZONE 6 • CONNECTED INTELLIGENCE FOOTER

Related Resources — Learning Pathway

← Previous: Bottleneck Reduction Guide™ (identifies where improvement effort is most needed)

→ Next: Continuous Improvement Toolkit™ (embeds this playbook into an ongoing live workspace)

— *End of Service Improvement Playbook™* —