

# IDEO

## FACT SHEET

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IDEO\* has roots dating back to 1978. Today, IDEO is an award-winning global design and innovation consultancy. We create positive impact through design by taking a human-centered approach to helping organizations in the public and private sectors innovate, grow, and bring to market new ideas.

+ We partner with leaders and change agents to identify new market opportunities, add value, and solve meaningful problems.

+ We design and launch innovative products, services, ventures, and brands by combining business acumen with human-centered market insights.

+ We help organizations to build the capabilities required to sustain innovation.

\*Pronounced "EYE-dee-oh"

### HIGHLIGHTS & ACCOLADES

Ranked as one of the most innovative companies in the world by business leaders in a global survey by Boston Consulting Group

Ranked #10 on Fast Company's list of the Top 25 Most Innovative Companies

Winner of 38 Red Dot awards, 28 iF Hannover awards, and more IDEA awards than any other design firm

Ranked #16 on Fortune's list of 100 most-favored employers by MBA students

Awarded the Smithsonian Cooper-Hewitt, National Design Museum's National Design Award for Product Design

### PEOPLE

**600+ individuals in the following disciplines:**

Behavioral Science  
Branding  
Business Design  
Communication Design  
Design Research  
Digital Design  
Education  
Electrical Engineering  
Environments Design  
Food Science  
Healthcare Services  
Industrial Design  
Interaction Design  
Mechanical Engineering  
Organizational Design  
Software Engineering

### EXPERTISE

Brand  
Business Design  
Digital Experiences  
Education  
Energy  
Engineering  
Financial Services  
Food & Beverage  
Health & Wellness  
Industrial Design  
Medical Products  
Open Innovation  
Organizational Design  
Public Sector  
Social Innovation  
Systems Design

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### LOCATIONS

Boston  
Chicago  
London  
Munich  
New York City  
Palo Alto  
San Francisco  
Shanghai  
Singapore  
Tokyo

### CLIENTS

#### Including:

3M  
Acer  
Air New Zealand  
AT&T  
Citibank  
Coca-Cola  
ConAgra  
Consumer Financial Protection Bureau  
Converse  
Douwe Egberts  
Eli Lilly and Company  
Findus  
Ford Motor Company  
FOTILE Kitchen Ware  
GE  
Genentech  
Hanwha  
HarperCollins Publishers  
Huawei  
HBO  
Innova Schools  
Intuit  
JetBlue Airways  
Kaiser Permanente  
Levi's  
Life Technologies  
Lufthansa  
Mahindra  
Marriott  
Mayo Clinic  
Medtronic  
Microsoft  
Ministry of Manpower, Singapore  
NTT DOCOMO  
PNC Financial Services  
Procter & Gamble  
Ravensburger  
Redbox  
Samsung  
Sealy  
Sesame Workshop  
Sony  
Steelcase  
Swiss Life  
Target  
The Bill & Melinda Gates Foundation  
Toyota  
US Dept. of Health and Human Services  
US General Services Administration  
VF Corporations  
Virgin Australia  
Visa  
Walgreens

# IDEO

## OUR APPROACH

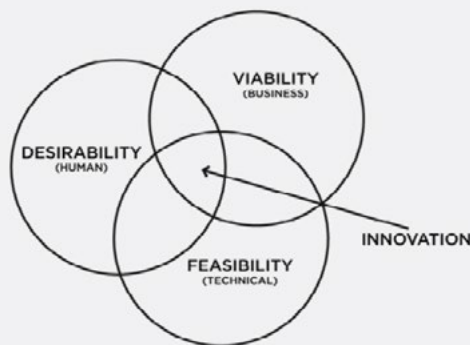
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*“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”*

—Tim Brown, president and CEO

Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach, which IDEO calls design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren’t trained as designers to use creative tools to solve a vast range of challenges.

Design thinking is a deeply human process that taps into abilities that we all have but are overlooked by more conventional problem-solving practices. It relies on our ability to be intuitive, to recognize patterns, to construct ideas that are emotionally meaningful as well as functional, and to express ourselves through means beyond words or symbols. Nobody wants to run an organization on feeling, intuition, and inspiration, but an over-reliance on the rational and the analytical can be just as risky. Design thinking provides an integrated third way.



The design thinking process is best thought of as a system of overlapping spaces rather than a sequence of orderly steps. There are three spaces to keep in mind: inspiration, ideation, and implementation. Inspiration is the problem or opportunity that motivates the search for solutions. Ideation is the process of generating, developing, and testing ideas. Implementation as the path that leads from the project stage into people’s lives.

Operating from this perspective, IDEO uses a mix of analytical tools and generative techniques to help clients see how their new or existing operations can look in the future — and build road maps for getting there. Our methods include business model prototyping, data visualization, innovation strategy, organizational design, qualitative and quantitative research, and IP liberation.

All of IDEO’s work is done in consideration of the capabilities of our clients and the needs of their customers. As we iterate toward a final solution, we assess and reassess our designs. Our goal is to deliver appropriate, actionable, and tangible strategies. The result: new, innovative avenues for growth that are grounded in business viability and market desirability.