IDEO

FACT SHEET

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

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

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

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
“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.

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