



A design-thinking approach to public school for the Henry Ford Learning Institute.

EDUCATION AT IDEO

Education is the means by which we thrive, individually and collectively. In recent times, the growing complexity and interconnectedness of our now global society has challenged the effectiveness of traditional education systems, which were designed for the needs of the industrial era. The old model was built upon the idea that a worker's job was to apply the basic skills they'd learned in school to specific tasks. To thrive in the 21st century, however, we need to go beyond that — and teach people how to learn, engage, and create. As Einstein said, “We can't solve problems by using the same kind of thinking we used when we created them.” The new model is about the constant creation of knowledge and empowering individuals to participate, communicate, and innovate.

This is the spirit that drives IDEO's designs for learning. Whether it's about developing tools, environments, or curricula that enable more engaging learning experiences; transforming schools, programs, and organizations; or addressing systemic challenges that affect education-at-large, our human-centered methodologies and multi-disciplinary teams bring innovation solutions to education.



FACT SHEET

Founded in 1991, IDEO* is an innovation and design firm that uses a human-centered, design-based approach to help organizations in the business, government, education, healthcare, and social sectors innovate and grow in three ways::

Identify new ways to serve and support people by uncovering their latent needs, behaviors, and desires.

Visualize new directions for companies and brands and design the offerings—products, services, spaces, media, and software—that bring innovation strategy to life.

Enable organizations to change their cultures and build the capabilities required to sustain innovation.

***Pronounced “eye-dee-oh”**

HIGHLIGHTS & ACCOLADES

Ranked #10 on *Fast Company*'s list of the Top 25 Most Innovative Companies (2009)

Ranked as one of the most innovative companies in the world by Boston Consulting Group (2005–2007, *BusinessWeek*)

Ranked #18 on *Fortune*'s list of 100 most-favored employers by MBA students (2010, compiled by research firm Universum)

Awarded the Smithsonian Cooper-Hewitt National Design Museum's National Design Award for Product Design (2001)

Winner of more IDEA awards than any other design firm

38 Red Dot awards; 28 iF Hanover awards

Featured in a 1999 episode of ABC's *Nightline*, which followed an IDEO team as they redesigned the shopping cart in four days.

PEOPLE

550+ employees in the following disciplines:

Branding
Business design
Communication design
Electrical engineering
Environments design
Food science
Healthcare
Human factors
Industrial design
Interaction design
Mechanical engineering
Organizational design
Software engineering

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LOCATIONS

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

EXPERTISE

Brand
Business design
Digital experiences
Education
Energy
Engineering
Financial services
Food & beverage
Health
Mobility
Play
Public sector
Social innovation
Organizational design

CLIENTS

Including:

Acumen Fund
AT&T Mobility
Bank of America
BBVA
Centers for Disease Control
and Prevention
ConAgra
EILEEN FISHER
Eli Lilly
Ford Motor Company
GE Money Bank
The Bill & Melinda
Gates Foundation
GlaxoSmithKline
Havaianas
HyundaiCard
Kaiser Permanente
Marriott
Mayo Clinic
Microsoft
Nestlé
Oxfam GB
Nokia
(RED)
Rockefeller Foundation
Samsung
Sesame Workshop
Target
US Department of Energy



ABOUT IDEO

WHAT WE DO

IDEO is an award-winning global design firm that takes a human-centered, design-based approach to helping organizations in the public and private sectors innovate and grow.

We identify new ways to serve and support people by uncovering latent needs, behaviors, and desires.

We envision new companies and brands and design the products, services, spaces, and interactive experiences that bring them to life.

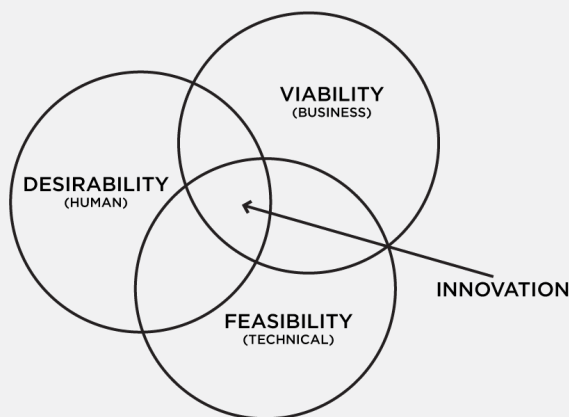
We help organizations build creative culture and the internal systems required to sustain innovation and launch new ventures.

OUR APPROACH: DESIGN THINKING

“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 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 is 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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