

# IDEO FACT SHEET

**IDEO is an innovation and design firm that uses a human-centered, design-based approach to help organizations generate new offerings and build new capabilities. Independently ranked by global business leaders as one of the world's most innovative companies, IDEO aims to create positive outcomes for people and organizations.**

## WHAT WE DO

We help organizations in the business, government, education, and social sectors innovate and grow in three ways:

- We identify new ways to serve and support people by uncovering their latent needs, behaviors, and desires.
- We visualize new directions for companies and brands and design the offerings – products, services, spaces, media, and software – that bring innovation strategy to life.
- We enable organizations to change their cultures and build the capabilities required to sustain innovation.

## WORK HIGHLIGHTS

IDEO has contributed to the design and development of many standard-setting innovations, including the first mouse (for Apple Computer) and the world's first notebook computer (for GRiD Computer). Other noted product successes include the Palm V, the Handspring Treo, Zyliss kitchen tools, Bank of America's "Keep the Change" service, and Shimano's Coasting bikes. More recently, as an increasing number of social issues enter the boardroom, IDEO's work has addressed such themes as sustainability, the design of communities and membership, health and wellness, and enterprise for people in the world's lower income groups. IDEO is also working with organizations to break new ground in the application of design thinking to marketing, new business models, and organizational transformation.

## WHO WE ARE

IDEO's more than 500 design thinkers are experts in the disciplines of design, engineering, social science, and business strategy. Working together in multidisciplinary teams, our people compose a culture rich in ideas, experience, and empathy that defines each of our eight locations: San Francisco, Palo Alto, Chicago, Boston, New York City, London, Munich, and Shanghai. Widely regarded as thought leaders, many of IDEO's people are frequently invited to speak and write about the strategic value of design, innovation, and design practices. Tim Brown, formerly director of IDEO Europe, serves as CEO and president, and has participated in the World Economic Forum at Davos since 2006. Cofounder and chairman David Kelley is a chaired professor at Stanford University and a founder of Stanford's Institute of Design (the "d.school"). Cofounder Bill Moggridge, a pioneer in the application of human factors to design, has written *Designing Interactions* (MIT Press, 2006). General manager Tom Kelley has written two influential business books, the bestselling *The Art of Innovation* (2001) and *The Ten Faces of Innovation* (Currency Doubleday, 2005).

## ACCOLADES

Since 2005, the Boston Consulting Group has identified IDEO as one of the most innovative companies in the world, and a survey conducted by IMD, Egon Zehnder, and *Fast Company* placed IDEO fifth on a list of the most admired US innovators. In 2001, David Kelley and IDEO were honored with the Smithsonian Cooper-Hewitt Museum's National Design Award for Product Design. In 1999, ABC's *Nightline* dedicated an episode to IDEO's process for innovation, following a multidisciplinary team as they redesigned the shopping cart in four days. Beginning in 1991, IDEO topped *BusinessWeek*'s list of design award winners for fourteen years straight. Other awards include nineteen Red Dot awards and more than fifteen iF Hanover awards.

## CONTACT IDEO (IT'S PRONOUNCED "EYE-DEE-OH")

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## CLIENTS

IDEO's clients range from start-ups to established brands in such diverse industries as healthcare, consumer goods, entertainment, technology, service, and more:

ADOBE  
AMORE PACIFIC  
ALTEC LANSING  
BANK OF AMERICA  
CARGILL  
CENTER FOR DISEASE CONTROL  
ECLIPSE AVIATION  
ELECTRONIC ARTS  
ELI LILLY  
FISHER-PRICE  
FORD  
GLAXOSMITHKLINE  
HBO  
HEWLETT-PACKARD  
INTEL  
KAUFFMAN FOUNDATION  
KRAFT FOODS  
MARRIOTT  
MAYO CLINIC  
MCDONALD'S  
MEDTRONIC  
MICROSOFT  
NATIONAL HEALTH SERVICE  
NESTLE  
NISSAN  
NOKIA  
NUMICO  
OLIVETTI  
PANTONE  
PEPSICO  
PROCTER & GAMBLE  
QVC  
RED CROSS  
SAMSUNG  
SAP  
SHIMANO  
STANFORD UNIVERSITY  
VODAFONE  
WESTERN DIGITAL

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