

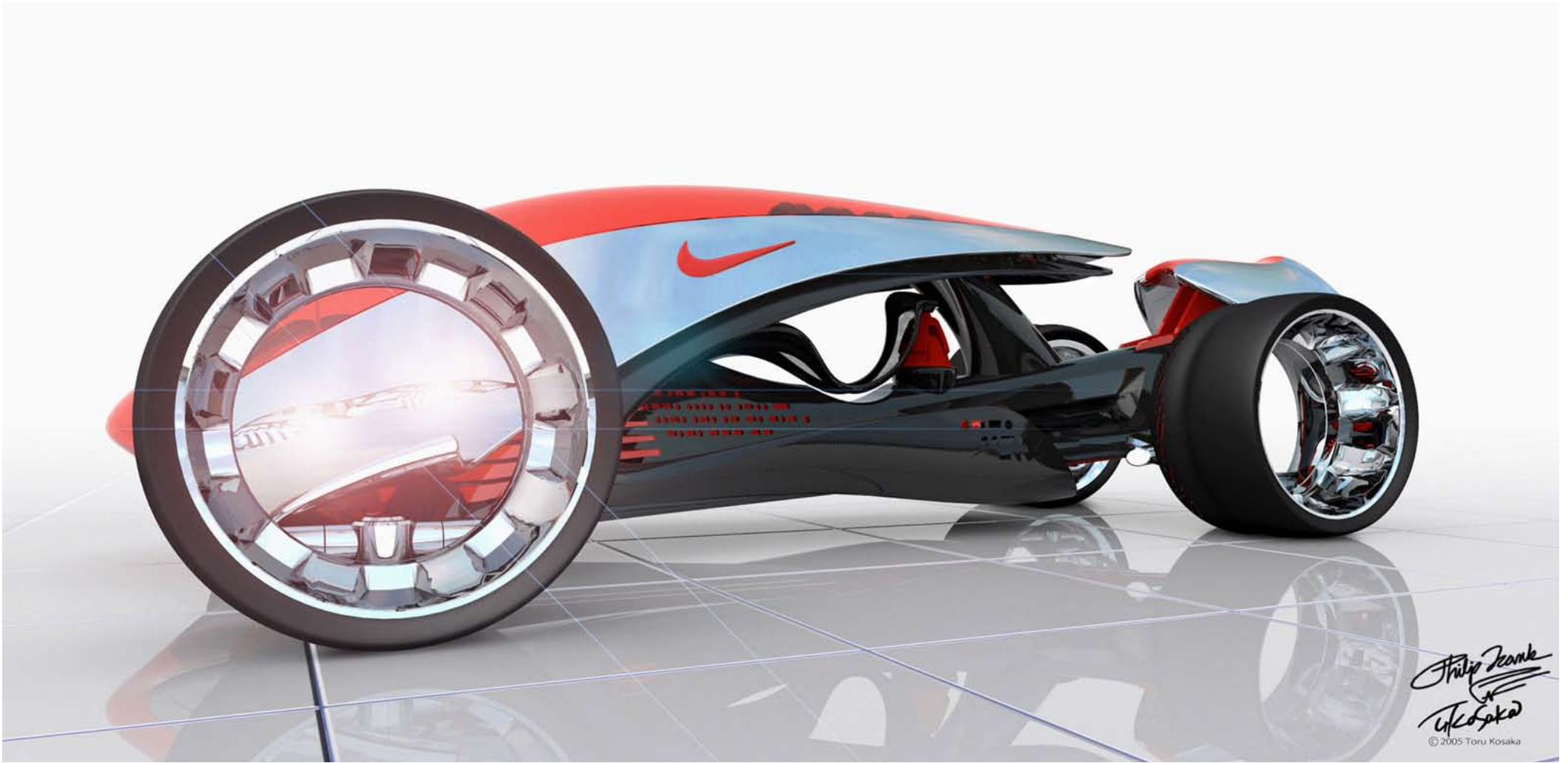
CAN DESIGN CHANGE THE WORLD?

Pascal Soboll

NO

NO, AS LONG AS...

... WE LIMIT OURSELVES



TRANSLATORS

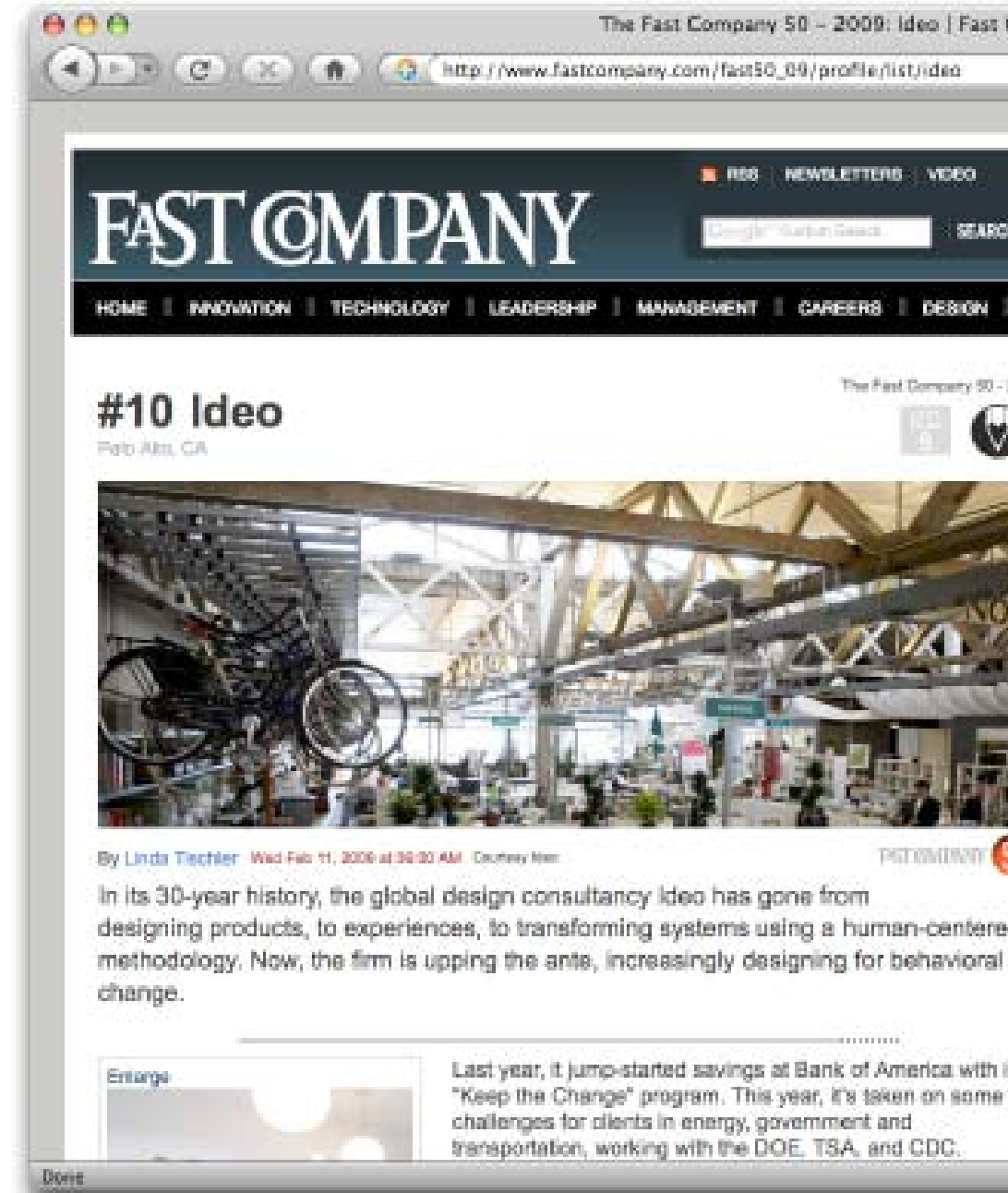


IDEO HELPS
ORGANISATIONS
INNOVATE
THROUGH DESIGN.

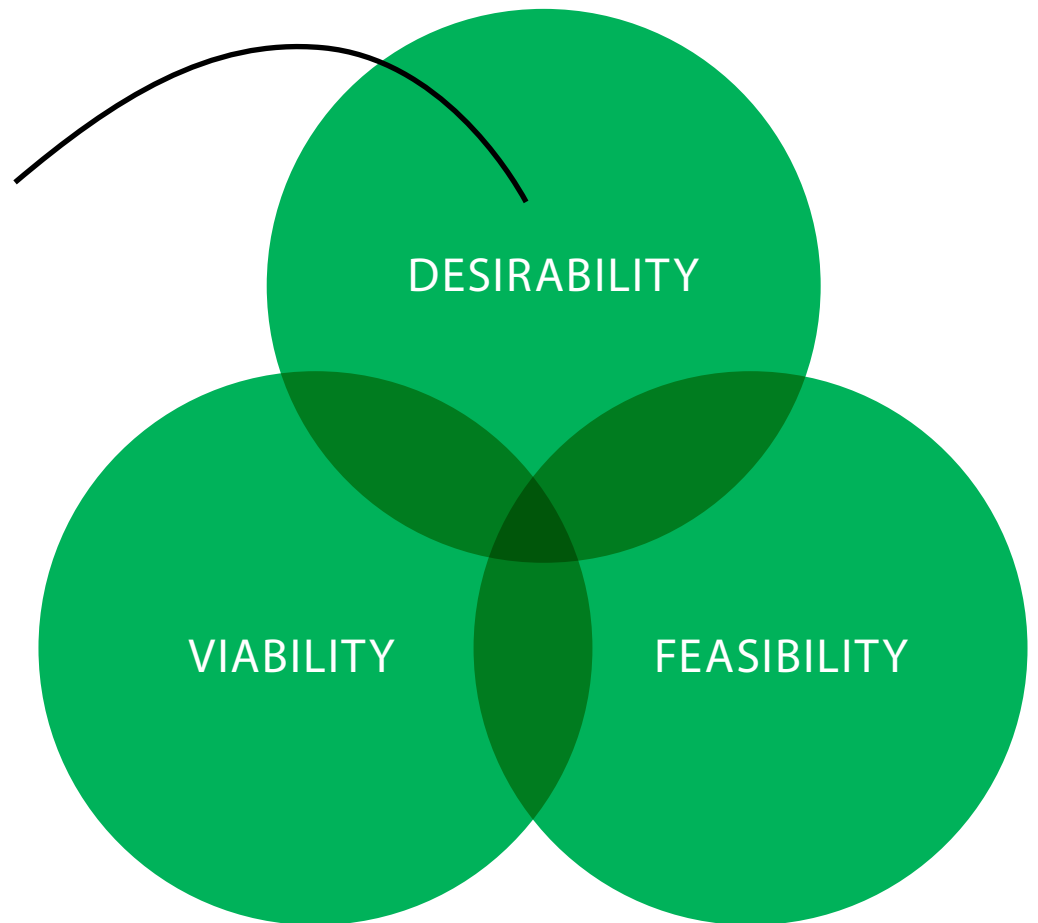
WE CREATE NEW
BUSINESSES,
BRANDS, SERVICES
AND PRODUCTS

IN THE 2009 FAST COMPANY TOP 50 MOST INNOVATIVE COMPANIES

1. TEAM OBAMA
2. GOOGLE
3. HULU
4. APPLE
5. CISCO SYSTEMS
6. INTEL
7. PURE DIGITAL TECHNOLOGIES
8. WUXI PHARMATECH
9. AMAZON
10. IDEO
- ...



WE HAVE A
HOLISTIC
APPROACH
AND A CLEAR
STARTING
POINT



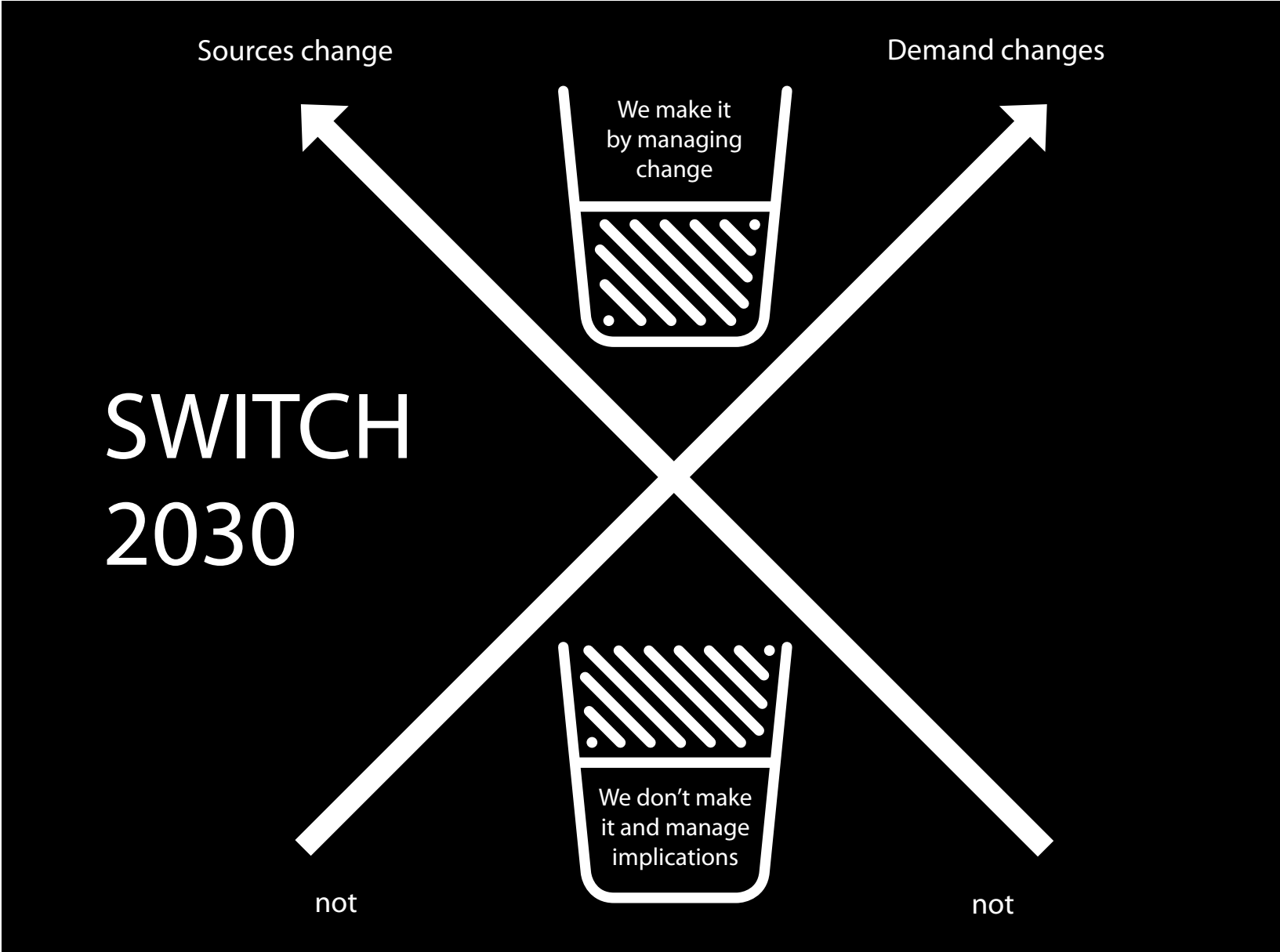
ASK THE RIGHT QUESTIONS



SPEAK THE RIGHT LANGUAGE:



MAKE THE FUTURE TANGIBLE



Thanks.

(pascal@ideo.com)