



*IDEO's Online Learning Experience*

# Doug Needham

*has completed the 5-week course requirements for*

## DESIGNING STRATEGY

UNITING RIGOR AND CREATIVITY TO CREATE A SUCCESSFUL STRATEGY

A handwritten signature in black ink, appearing to read "Roger Martin".

A handwritten signature in black ink, appearing to read "Jennifer Riel".

Roger Martin, Professor Emeritus, Rotman School of Management; and Jennifer Riel, Global Director of Strategy, IDEO