

IDEO



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 stylized, handwritten signature in black ink, likely belonging to Roger Martin. The signature is fluid and abstract, with long, sweeping strokes.

A handwritten signature in black ink, likely belonging to Jennifer Riel. The signature is more legible than the one on the left, with clear letterforms.

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