



**Strategy. Culture. Experience.**

rwv.studio

New York | Pittsburgh | Boston

Confidential

Do Not Distribute

**New Challenges  
Require Different Approaches.**

**RWC Studio is a design-driven boutique  
strategy consulting firm.**

**We help companies transform themselves through  
design thinking, innovation, and organizational  
change.**

**We help leaders become active change agents  
to create the future of their organization.**



## Alex Wilcox Cheek

Carnegie Mellon professor for 10 years in Design, Business, and Information Systems.

Leads multidisciplinary teams that drive transformation in large organizations.

Entrepreneur and designer in one. Co-founded Macromicro, Classroom Salon, and Skale.

Patented work in data visualization, social currency, and online learning.

Carnegie Mellon University, Design, English, Computer Science, and Business.



## **Elliott Williams**

**Honed business and design strategy at 2nd Road, PNC Bank, and as a leader in tech.**

**Launched startups like Catapult and Legalsifter.**

**Advocates the role of organizational culture to drive innovation.**

**Patented work in machine learning and legal documentation.**

**MIT, Cognitive Science; Carnegie Mellon, Human-Computer Interaction, Tepper School of Business.**





## Phil Robinson

Agency and studio experience working with Nike, L'Oreal, Verizon, Goldman Sachs, Tiffany & Co, McDonalds, and Intel.

Designed the Jet.com site that led to a \$3.3 Billion valuation.

Patented work in Internet of Things, shipping and logistics.

Experience strategist and futurist who sees design as a catalyst for transforming organizations into the modern age.

“

For a long time companies that wanted to shrink went to consultants for help. Consulting groups did a pretty good job in helping them. But the people who can tell you how to shrink are not the people who can tell you how to grow. They may be good at helping you to control the number but not at helping you to expand and create new ideas. For top-line growth, you have to sell something. For that you need design. Design innovation will provide the new products. Designers can tell you how to grow, how to innovate, how to change your culture.”

**Bruce Nussbaum**

***Bloomberg Businessweek***

“

There's no longer any real distinction between business strategy and the design of [experiences]. The last best experience that anyone has anywhere becomes the minimum expectation for the experience they want everywhere.”

Bridget van Kralingen  
SVP Blockchain, IBM

“

**A company's culture is the foundation for future innovation. An entrepreneur's job is to build the foundation.”**

**Brian Chesky**

**Co-Founder, Airbnb**



## The business value of design

Of 300 publicly listed companies in multiple countries and industries evaluated over a five-year period, the companies with design at their core outperformed industry benchmark growth by as much as 2 to 1.

McKinsey & Company

The Business Value of Design

## What We Do

### Strategy

We define and align to a vision that prepares your organization for changing times.

### Culture

To reach a forward-thinking vision means forming an organizational culture that is prepared to innovate and disrupt.

### Experience

The outcome is innovative products and services that connect to your audience, customer, patient, or user.

## Innovation & Transformation

## What We Do

### Strategy

Strategic Conversations  
Problem Framing  
Quantitative & Qualitative Research  
Creating New Ventures  
Future Visioning  
Product & Experience Strategies  
Design Thinking Made Real

### Culture

Stakeholder Alignment  
Executive Education  
Creating New Processes  
Cultural Change  
Building Innovative Teams  
Making Strategy a Reality

### Experience

Innovative Product & Service Design  
Digital Transformation  
Human-Centered & Data-Driven  
Collaboration Across Silos  
Zero-Based Design

## Innovation & Transformation



**Silo-Free**

---



**Human-Centered**

---



**Making the Complex Clear**

---



**Iterative Solutions**



**Risk Taking**



**Balance**



---

## Silo-Free

Working on one project or within one business unit is not usually the best way to advance long-term, large-scale change. We've tried. More often than not, organizational boundaries and siloed thinking creates stagnation and gridlock. We seek integrative thinking across companies and action that brings together multitudes of stakeholders.



---

## Human-Centered

Creating the future and moving people to innovate isn't done solely through numbers and analytics. We believe in the human process of discourse, debate, and alignment. Our frameworks are a systematic way to frame human ecologies and wicked problems that don't make it into a spreadsheet, and then acting on them critically and collectively.





---

## Making the Complex Clear

Problems of business, technology, and the human experience are complex. Simplification has its risks: you can lose resolution, the social dimension, or the interconnections. Our heuristics clarify the complexity without simplifying it.



---

## Iterative Solutions

**Blue sky. Focus groups. Market reports. Cool.**

**Unfortunately, these approaches provide generalized guidance, short term solutions, or direction that leads into corners. They show us what doesn't work. We test ideas through experimentation, nudging systems from all sides. This helps our teams learn fast, align to a clear direction, and get to more sound solutions faster.**



---

## Risk Taking

Innovation is full of incomplete information and insufficient data, but decisions still need to be made. We believe in taking risks because what choice is there? We work with companies to understand how to fill information gaps with strategic-first principles, company and audience values, and how to follow hunches with confidence.



---

## Balance

**We seek middle-way outcomes that balance the needs of business strategy and stakeholder needs; efficiency and experience; the bureaucrat and the risk-taker. Too much emphasis in either direction leads to being stuck with “the way things have always been done” or risk too great to assume. Truly innovative solutions harmonize the two sides.**

## Our Process

### Frame

Untangle, reframe,  
and come to new,  
shared understanding  
of the problem space.

### Research

Broaden the problem  
space through  
extensive research.  
Model the findings.

### Ideate

Solution, strategize,  
and find iterative ways  
to affect bigger  
systems-level change.

### Build

Design tangible and  
intangible solutions.  
Validate and iterate in  
the real world.

### Partner

Creating real transformation  
means dedication and  
cultivation beyond traditional  
business timeframes.

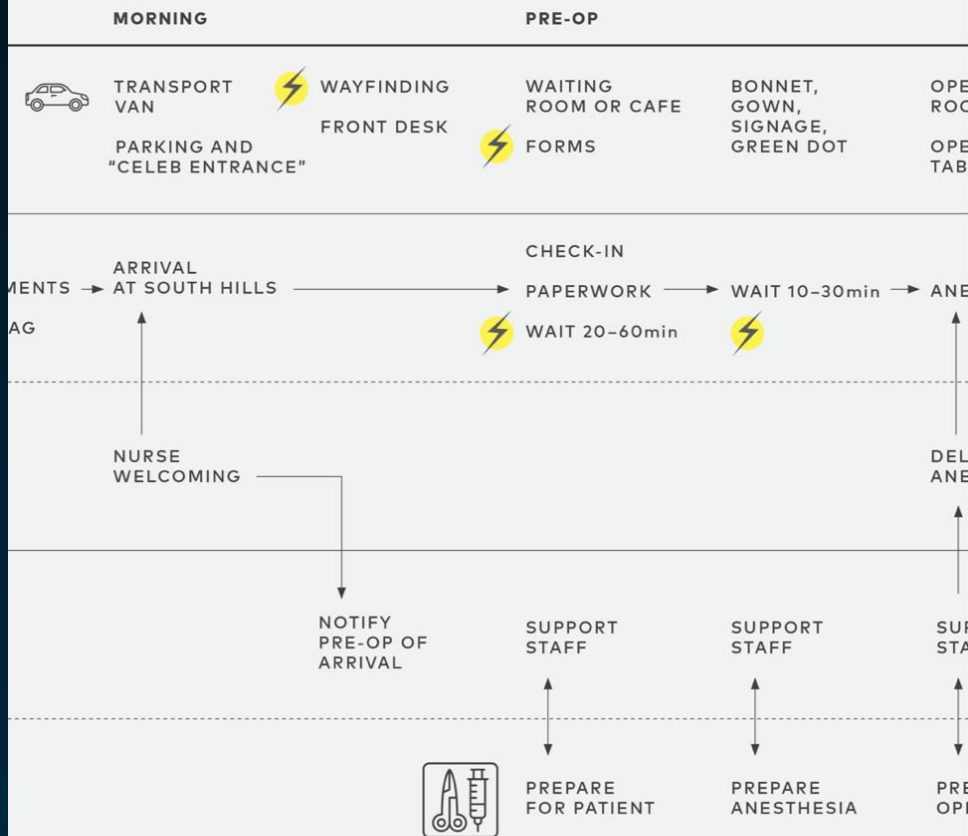
## We've Designed New Services

As pioneers in service design, we partnered with a global pharmaceutical to create services that wrapped around an existing flu shot distribution strategy. The service elevated the organization's offering beyond their competition's "just meds" approach.



rwc.studio  
Confidential | Do Not Distribute

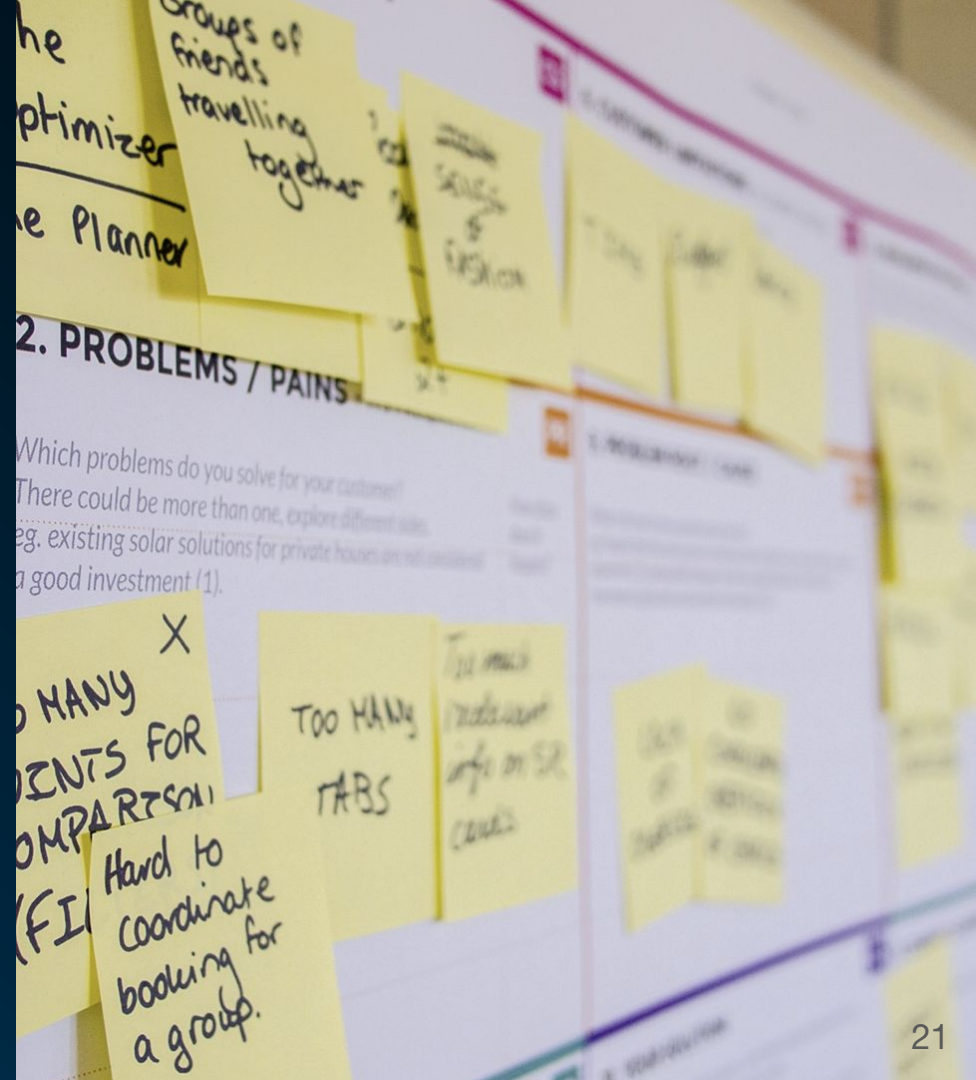
## PATIENT SURGERY SERVICE BLUEPRINT





## We've Designed New Processes

At one of the top 10 largest banks in the country, we developed a process for creating and evaluating new product ideas. The final deliverable was a system that was not only a collaborative efficient process, but also deliberately created a cultural change that inspired the organization.

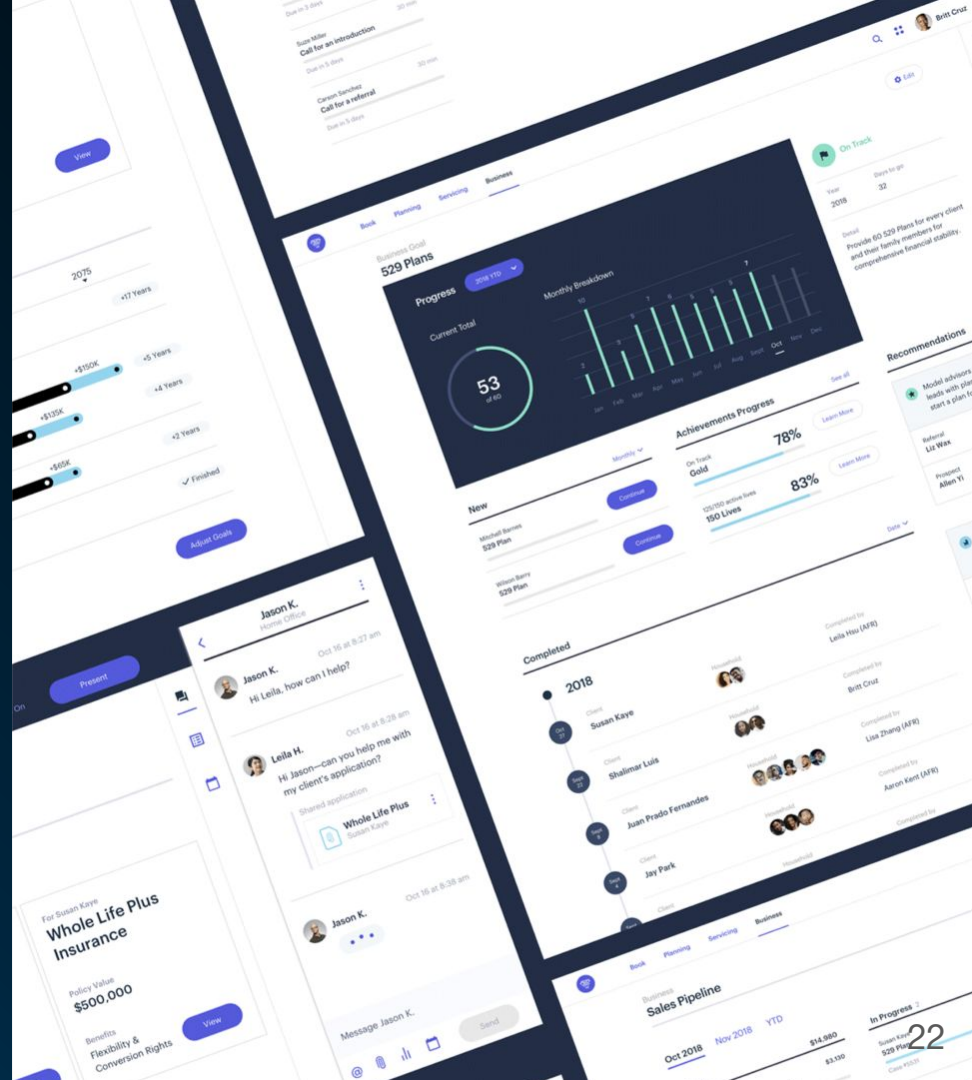


## We've Designed New Strategies

At one of the country's largest insurance companies, we worked within a complex organization with no digital strategy, decades of tech debt, and legacy practices of fifty years ago. We led a digital transformation that aligned product groups, designed a cohesive digital platform, and sunsetted over 450 antiquated systems.



rwc.studio  
Confidential | Do Not Distribute



## We've Designed Greater Alignments

At Western Pennsylvania's largest healthcare network, we identified ways that the organizational structure could align to better serve patients. Our deliverable included tactical solutions to improve patient experience with organizing principles and strategies for the network of facilities.



rwc.studio  
Confidential | Do Not Distribute





## We've Designed New Businesses

We've built startup businesses from scratch. We've raised millions in institutional investment, hired engineers and sales teams, and launched successful tech companies that are still creating impact today.



rwc.studio  
Confidential | Do Not Distribute



## We've Designed New Hardware

At Jet.com we partnered with industrial design and engineering firms to create eCommerce packaging for the 21st century. We sought to answer how you track and monitor your groceries while minimizing impact on the environment?



UPMC LIFE  
CHANGING  
MEDICINE

TIFFANY & CO.

*Tchibo*

PNC

Northwestern  
Mutual



jet



logitech



BNY MELLON

## Extensive Experience

Tech

Finance

Healthcare

Hospitality

Telecom

Media

Education

Government

Management Consulting

Retail

Start-Ups



**Leverage Our Team's  
Experience and Knowledge**



**Strategic Design**



**Organization & Culture**



**Designing Experiences**

## Let's Do Something

We would like to meet you and understand your organization, your products, people, challenges, and goals. Coffee, facetime, airport sushi, on-site — let's connect.

Then, let's have a strategic conversation. Over two days, we frame and interpret current challenges, then align key stakeholders on how the future might look. From there, we can hit the ground running with research, ideation, and making change real.

Engagement looks different for everyone. We will propose ways for us to involve you, your management team, internal and external stakeholders. And we stick around — we are with you for long term success.



**rwc.studio**

**hello@rwc.studio**

**Richard Eckel**

Senior Director, Business Development

rich@rwc.studio | Tel +1.617.308.0756