

FROM STRATEGIC OBJECTIVE TO ACTUAL INNOVATION

Via Design is a small agile consultancy founded by Ida Vesterdal and Sune Kjems. We help organisations to transform strategic objectives to new processes, tools, skills and concepts targeted customer needs.



IDA VESTERDAL

Ida Vesterdal is a leading player in the development and execution of models, tools and skills to lead front-end innovation.

She has a deep understanding of innovation management and the implementation of user focus and design thinking from her managerial positions at Novo Nordisk.

Ida's consulting services stems from disciplines such as design thinking, service design and design-anthropology.



SUNE KJEMS

Sune is a specialist in service design and is a key player in introducing and cultivating design thinking in Denmark.

Sune has over 15 years experience in translating complex challenges to innovative concepts and help organisations integrate a user and design centred approach to innovation.

Sune is a member of the Danish Design Council and his work has frequently been exhibited in Denmark and abroad.



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We believe that innovation is only sustainable if it is based on both the strategy, user needs and the potential of the organisation.

We facilitate structured creative processes involving key stakeholders, management, core members of staff, users and specialists. This means that we build innovation capacity within the organization in parallel with the development of concepts.

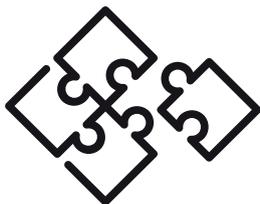


CONCEPTS

We co-create innovative concepts meeting your strategic objectives.

In many organisations, the strategy is in place, but among the staff it can be experienced as very general and difficult to put into action.

Along with your developers, we conduct a design-driven innovation process in which we translate strategy into concrete products and services.



PROCESSES & TOOLS

We develop processes and tools for innovation – tailored to your organisation.

Modern organisations know that it is essential to involve users in the innovation process and many already do.

Based on your experiences and success cases with user-centric innovation we design your own individual innovation model and toolkit, so your employees can execute the strategy in everyday life.



TRAINING

We provide training for your organisation to act user-centred and design driven.

Each organisation has its particular culture and each strategic challenge its unique characteristics.

We tailor competence development programmes, which train key staff in understanding the needs of the users as well as the needs of the organisation and in designing specific solutions that match the culture of the organisation, innovation challenges and strategic objectives.