Entwining consumer and corporate stakeholder perspectives to create new value is the cornerstone of innovation. But overly prescriptive processes can stifle creativity, bias thinking and produce outcomes too far removed from human needs.

The Gongos Innovation Studio is our way of bringing human-centered design into organizational focus.

Creating alignment, customizing design-thinking approaches centered around the human; and building a customer-centric culture of innovation is at the heart of what we do.

The Gongos Innovation Studio is not a place you go to innovate. We bring the thinking to you.

Read this HBR ARTICLE about how a relay vs. rugby approach to innovation continues to be foundational to iterative approaches.