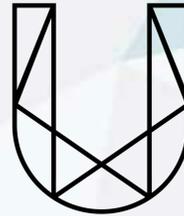


IDEO



*IDEO's Online Learning Experience*

***Aldo Raicich***

*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 be 'RM', written in a fluid, cursive style.

A handwritten signature in black ink, appearing to be 'Jennifer Riel', written in a fluid, cursive style.

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