



RKS is a strategy, innovation, and design consultancy with a 30-year legacy of using Strategy-Fueled Inspiration to create design that connects, innovation that resonates, and experiences that ignite.

WHAT WE DO RKS creates strategies that build brands and designs that harmonize function, aesthetics, and emotions. Working with a broad range of clients from Fortune 500 enterprises to small startups, we develop solutions that make consumers feel empowered. By creating heroic evangelists who feel compelled to share their experience with others, we generate viral demand and propel market performance.

WHAT WE THINK Strategy-Fueled Inspiration is the product of Psycho-Aesthetics®—our philosophy and process of emotionally connecting consumers to brands through design. We’ve shown, “IT’S NOT HOW YOU FEEL ABOUT THE DESIGN OR EXPERIENCE; IT’S HOW IT MAKES YOU FEEL ABOUT YOURSELF.” This philosophy and mantra are at the heart of our ability to deliver award-winning designs that produce proven business results. P.A.SM fuels our process as it fuels our clients’ brands.

FROM THE DRAWING BOARD TO THE BOARDROOM Psycho-Aesthetics is now a Harvard Business School case study, taught at leading EMBA programs globally, including USC, UCLA, Harvard, Stanford, and INSEAD. Its ability to empower and unite all key stakeholders behind a strategic design manifest is at the heart of Psycho-Aesthetics’ continually increasing adoption by leading businesses.

ABOUT US RKS is a team of high-energy, results-oriented creative and business professionals with expertise in consumer research, business strategy, industrial design, engineering, graphic design, and communications. The cross-functional structure of our team and our training in Psycho-Aesthetics allows us to develop deep understanding of the target consumer and to design from the first-person perspective to achieve the breakthrough innovation our clients seek.

PEAK PERFORMANCES Our body of work spans new product development, brand creation and revival, and experience design. Click below to download case studies that demonstrate some of the strategy-fueled results we’ve generated for our clients:

- [Creating Emotional Connections \(Zyliss\)](#)
- [Viral Demand Generation \(KOR ONE\)](#)
- [Brand Re-invigoration \(Amana\)](#)
- [Brand Language Development \(LG\)](#)
- [Market/Consumer Behavior Forecast \(Sprint\)](#)
- [Breakthrough Design \(RKS Guitars\)](#)
- [Market Capture \(Medical/Dental/Lab\)](#)

RECOGNITION AND LEGACY STEWARDSHIP RKS has won more than 90 product design awards, and has been issued more than 150 patents. The Academy of Art University in San Francisco awarded Ravi Sawhney, RKS founder and CEO, an honorary Ph.D. for development of Psycho-Aesthetics. Sawhney is innovator and Executive Director of IDSA’s Catalyst case study program, focusing on design’s power to effect positive change in business, in lives, and in the world.

PREDICTABLE MAGIC Due out in August 2010, Predictable Magic is the new book from Wharton School Publishing, written by Deepa Prahalad and Ravi Sawhney. Predictable Magic illustrates how Psycho-Aesthetics provides a proven framework for predictable, repeatable market success.

Clients

Our clients range from start-ups to the Fortune 15 and include:

- Amana
- Amgen
- AT&T
- BAE Systems
- Canon
- Discus Dental
- Epson
- Fossil
- Gibson
- Hamilton Medical
- Hewlett-Packard
- Intel
- JBL Professional
- KOR Water
- LG
- Medtronic
- Nokia
- Panavision
- Sanyo
- Seiko
- Sprint
- SwissGear
- Zebra
- Zyliss USA

Service Offerings

Our experience spans strategy, innovation, and design and includes:

- Ethnography
- Consumer Research
- Market Analysis
- Consumer Insight
- Product Definition
- Strategy Development
- Industrial Design
- UX/UI Design
- Engineering
- Prototyping
- Human Factors
- Manufacturing Optimization
- Branding
- Web Design
- Communication Design
- Service Design
- Packaging Design
- Channel Strategy
- Value Chain Management

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