





Seeley Designworks

Helping Consumer Product Companies Innovate & Thrive

Document Quick Links:



Why we exist

A Passion for Progress

We are a passionate, innovative, and creative team, obsessed with creating impact and driving progress in the world around us.

We strive to **explore, educate, and innovate** with others to elevate people, teams, companies, and industries time and time again.

We are focused on inspiring and enlightening end users, potential clients, and investors knowing that business success is a result of **compelling products and captivating brands.**

We strive to **improve people's lives** through optimized brand & product experiences with **meaningful Innovation.**



"Developing a better future"

You're in **good company**

We've helped some of the **world's most loved and recognized consumer product companies** focus, clearly identify, efficiently navigate, and **deliver on the most challenging innovation goals and growth initiatives imaginable.**

We've identified **billions of dollars in opportunities** and often **grow revenue** for our clients by **200% or more.**

[Testimonials](#)



We look forward to working with you and you joining our family of trusted partners.

More than **innovation consultants**

Often referred to as “**The Catalyst for Innovative Growth**”, we are your best option for identifying new business opportunities while providing focus and clarity within your team to help you achieve your goals.

What really separates us from other innovation and design consultancies is our ability to **execute and deliver** on the strategies we build and assemble with you. (Like mountain Sherpas of the innovation world, we “climb the mountain” and “hike the path” with you and have done so many times before.)

We don't just teach innovative processes and methods.

We guide and support you and your team(s) all along the way to deliver meaningful innovation and achieve powerful results.

From the fuzzy upfront discovery and inception, through the strategic narrative and planning, all the way through development, and even delivery.

We provide **Focus and Clarity** for your team in chaotic situations.

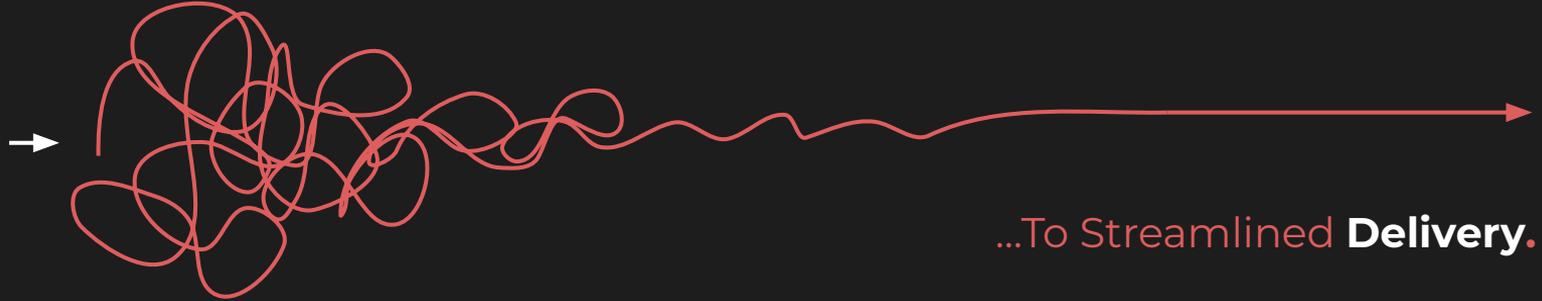
We provide **Actionable Direction** in the most ambiguous contexts.

We Identify & **Deliver Opportunity** in times of instability & uncertainty.



Unparalleled **Continuity**

From Upfront **Discovery**...



...To Streamlined **Delivery**.

We are the consultancy that guides and **delivers end to end** with **powerful results**.

Ways We Engage

Unlike most innovation consultants - we not only help you **focus** and **identify opportunity**, we **deliver** on it with full **End to End support**.

1 1:1 Strategic Consulting (Discovery & Planning)



I, (as owner and operator) work with you and/or your team to establish or clarify the vision of the executive challenge and the strategic plan to execute.

Focus, Clarity, Direction

2 Innovation Catalyst (Team Integration)



I or a team expert will integrate with your team regularly or through a series of meetings and/or workshops, facilitating and moderating to guide and aid delivery of the opportunity definition, and innovation development.

Opportunity Definition

3 Design & Development Support (Outsourced Support)



We can support any vertical of the development and delivery side of product development physical or digital. Execute & deliver to plan.

Development & Delivery

The Catalyst

You can't teach everyone to "be creative", but the right catalyst makes all the difference. They will embrace differences in perspectives, keep everyone focused on the same goal, and will motivate and empower team members while showing each how their work is meaningful and contributing to the greater cause.

Our proven methods help empower creative team members to own their work, and passionately deliver results more efficiently, and have fun doing it.

We are committed to creating an environment where everyone can feel comfortable in navigating ambiguity and growing from one another.

For more [Click Here](#)



Navigating Ambiguity

Now is the time to **provide focus and clarity for your team during chaotic times.**

Your organization needs your help with a **clear strategy and actionable direction to execute** through all of the ambiguity day to day.

Your company needs **meaningful, innovative solutions** that help mitigate internal complexity and deliver on the ever changing external **consumer needs.**

With nearly **20 years experience** helping consumer product organizations, corporate executive leaders, and start-up entities **achieve success** and powerful results through refined HCD methodologies, and an optimized Design Thinking processes. We understand how to establish and **deliver the powerful vision, clear strategy, and meaningful innovation you and your organization needs.**



"What if..."

End - End Support

Not only do we **discover and identify opportunity** for your organization, **we have the capacity to deliver on it.**

Our team is assembled from **industry experts and seasoned professionals** in industrial design, innovation strategy, research, graphic design, engineering, material science, and manufacturing.

We can fully support any design and development vertical you may need throughout the process.



Design & Innovation



Research & Strategy



Branding & Experience



Coaching & Facilitation

Our Values



Passion for **Progress** The catalyst for growth

At Seeley Designworks we are a passionate, creative team, obsessed with creating impact and **driving progress in the world around us.**

We strive to explore, educate, and innovate with others to elevate people, teams, companies, and industries time and time again.

As a business and investment partner we are passionately committed to delivering benchmark quality, speed, and costs for you and your team.



Only the **Best** Quality is our middle name

Our team is not only founded from years of corporate fortune 200 experience and success, we've also helped many entrepreneurs and small start-up entities start, grow, and succeed time and time again.

We have the best, work with the best, and will continue to deliver the best in the business. All at a cost and timeline your team can entertain easier than the rest.



Clarity in chaos. Comfort in the Unknown

We love exploring the unknown, paving new paths, and pioneering new ways of thinking.

Over the years we have become very comfortable in the "fuzzy front-end" of design, innovation, and brand discovery. **Creating order out of chaos and thriving in ambiguity** is not an easy task for many, but considered our specialty.



Simplicity for **Efficiency** Straight to the point

No extras. No excess. We keep it clean, clear, simple, and efficient to maximize your investment and help your relationships go further.

We won't complicate or oversell you on complex processes or methodology.

Our process and methods are streamlined, tested, and proven with some of the most successful brands in the world today.

