

COMPANY PROFILE

Kanso is a consultancy firm specialised in innovation and change management, whose core competence is the support of digital transformations: the adaptation (or re-thinking) of strategies, business models, activities, products/services, organizational models, and skills, in order to seize the extraordinary opportunities offered by digital technologies (while avoiding the inherent risks and dark sides).

This approach stems from the vast array of knowledges and skills possessed by **Kanso**, not limited to digital technologies – in all of their most relevant aspects – but covering all of the areas of activity affected by their use: planning, organisational redesign, products and services design, customer relationship (both interaction and observation), leadership skills (soft and hard ones). In order to fully understand the digital domain, a profound knowledge is required, accompanied by a direct experience of its tools and interfaces, and the awareness of its limits, that a technology-centric visions leads us to forget.

The pragmatic approach adopted by **Kanso** (japanese term meaning simplicity, essentiality) is based on the ability to identify novel solutions and to combine a varied set of skills and knowledges directly on the field, offering results in the short term, without forgetting the sustainability in a longer period of time.

Among **Kanso's** top clients, companies such as ST Microelectronics, Telecom Italia, Autostrade per l'Italia, FIAT, IKEA, 3M, Epson, Seat PG, HP, Unicredit, Intesa San Paolo, CheBanca!, RAI, Buongiorno, Fiera di Milano, Poste Italiane, Engineering, Gambero Rosso; public authorities such as Italian Ministries, Regions (e.g. Lazio, Lombardia, Tuscany, Basilicata, ...), local governments, chambers of commerce and trade associations.

Kanso's strength derives from a unique mix of traits and skills:

1. A deep and direct knowledge of the newest technologies and trends (mainly – but not limited to – digital ones), and of their impact on individuals, organizations and business processes
2. A novel “more with less” approach to customer relationship – based on a specific set of design tools – providing information for accurate marketing plans, reviews of commercial channels, streamlinings of internal processes, (re-)designs of products and services, ...
3. A systemic understanding of the competitive scenarios, not limited to the economical side, but encompassing social, cultural, and political aspects
4. The ability to effectively support organizations through each and every phase of any transformation process: inception, change management (including proper educational strategies), communication and engagement
5. The ability to “communicate innovation”, stemming from a wide array of past editorial and educational activities (articles, books, interviews, events, educational meetings, ...), and to support clients in the design and management of communication initiatives linked to change processes: communicating innovation is increasingly linked with its making

Some of the projects in which Kanso has been involved:

- (Re) positioning of companies and public authorities, in light of disruptive processes occurring in the scenario in which they operate

- Redesign of customer-related processes (front- and back-office) through specific methodologies based on the analysis of the touchpoints between organizations and customers
- Integrated change management programs, combining consultancy, co-design, training/education, and communication
- Design and coordination of user tests for new products and services
- Organization of participatory design initiatives, including sampling, proposals management, conflicts resolution, consensus-building, output curation and drafting of a useful and shared proposal
- Project management in highly technological and innovative contexts, involving a high degree of complexity
- Diagnosis and redesign of computer supported cooperative work activities (Smart Work), focusing on users engagement and the often forgotten risks and dark sides
- Open Innovation initiatives strongly focused on cultural aspects, and on the processes, environments and tools to support them
- Reality check (challenge with designers) concerning the adoption of new and "fashionable" ITC solutions (e.g. Mobile Internet and Social Media)
- Integrated territorial marketing plans, encompassing measures to support tourism, cultural heritage, landscape protection, and the cultural/economic vocation of the urban contexts
- Vision and consensus building, master plan design, for "Smart City" transformation projects.

Kanso is headquartered in Rome, and is connected to a network of valued partners operating in different industries and markets - design, market research, education, brand identity, web marketing, etc. - strengthening **Kanso's** interdisciplinary approach with a wide variety of skills.

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