

Design Thinking + Innovation + Brand Strategy

Get stuff done. Build happy teams.

Spark Consulting Group helps organizations:



- ⚡ Meet customer expectation
- ⚡ Design effective brand experiences
- ⚡ Leverage sensemaking and wayfinding to expand markets
- ⚡ Nurture great team dynamics

World-Class Insights. Small-Town Prices.



Based in Iowa City, Iowa, we're a scrappy team with a Midwestern work ethic and 25 years of experience with some of the world's leading brands.

Here's what we can offer your organization:

Do your thing. Better.

No matter your industry, long-term success means staying creative, navigating complex systems, and being ready to pivot when times get tough.

Accelerate innovation.

It's not about innovation for innovation's sake. It's leveraging human-centered design to reduce risk and build a sustainable innovation practice.

Understand your customer.

You have your goals. Your customers have theirs. Make sure you're aligned with proven market and user experience research practices.

Spark's Services

We pride ourselves on working collaboratively with each client to help them find the right solution for the challenges they face. This means every Spark project is a little different. But we typically work with individuals and organizations in three main areas:



- ⚡ Coaching and Consultation
- ⚡ Education and Training
- ⚡ Professional Services

Sound interesting? Let's connect.



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