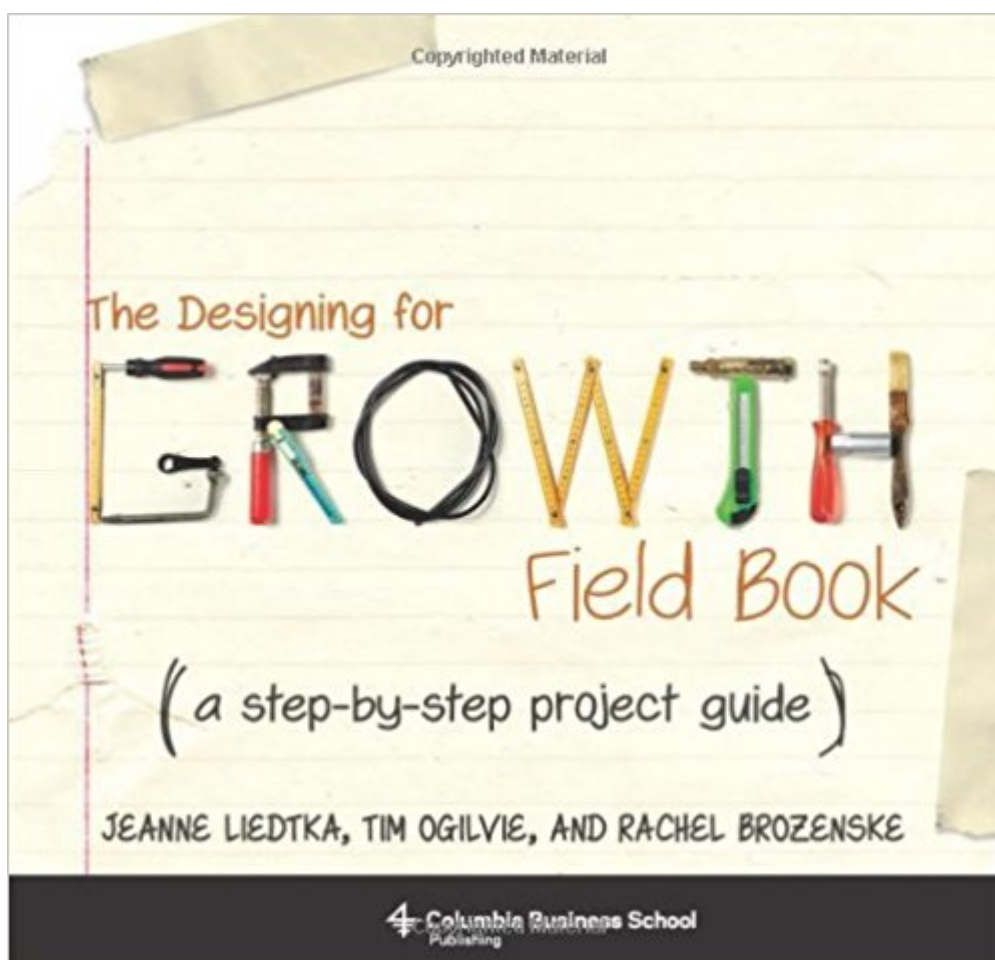


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# The Designing For Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing)



## Synopsis

In *Designing for Growth: A Design Thinking Tool Kit for Managers (D4G)*, Jeanne Liedtka and Tim Ogilvie showed how design can boost innovation and drive growth. In this companion guide, also suitable as a stand-alone project workbook, the authors provide a step-by-step framework for applying the D4G toolkit and process to a particular project, systematically explaining how to address the four key questions of their design thinking approach. The field book maps the flow of the design process within the context of a specific project and reminds readers of key D4G takeaways as they work. The text helps readers identify an opportunity, draft a design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. The workbook demystifies tools that have traditionally been the domain of designers—from direct observation to journey mapping, storytelling, and storyboarding—that power the design thinking process and help businesses align around a project to realize its full potential.

## Book Information

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## Customer Reviews

Being very familiar with the theory and practice of Design Thinking as taught by the d.school at Stanford, I was very interested to see what Liedtka, Ogilvie and Brozenske had to add to the existing pool of methods and tools. The d.school presents Design Thinking in an immersive, highly experiential, workshop format which is specialty agnostic. *Designing for Growth* appears to have

been tailored to more of a business school environment. Comparing the methods and tools presented in it to those taught by the d.school, there are very strong similarities and parallels. Unfortunately, the names and descriptive phrases used are very different. In effect, the Field Book uses a different vocabulary, to express and discuss the theory and methods of Design Thinking. For someone unfamiliar with the approaches of the two schools this might not present a problem, but for someone who has already been exposed to DT via Stanford or DHI Potsdam, it may feel like Columbia's approach is a translation into a foreign language. Designing for growth does bring some and useful new tools to the practice of DT. Both the Tool and Resources sections are a great reference. In short, this book adds useful tools to a Design Thinker's toolbox, but may be a source of confusion for its creation of new vocabulary targeting business minded applications. I was surprised that there were so few mentions of the foundations laid by those who came before.

Design Thinking is a hot ticket right now. This is just what it says it is - a "fieldbook." It sets out a simple, systematic 15 step process and provides a set of tools to guide anyone through the design thinking process. The process is based on generating answers to 4 key questions -- What Is? (the status quo and the problems with it) What If? (the possible solutions) What wows? (what attracts customers to prefer it as the solution) What works? (features and functionality of the solution that solve the problem). Simple? And clever. The book also provides 18 tools to implement the 15 steps. I took the author's Coursera course. I recommend the course and this book to anyone who is considering using -- or merely becoming knowledgeable about -- Design Thinking.

I took Professor Liedtka's online course, Design Thinking for Business Innovation, last year and really enjoyed it. I've read the Designing for Growth book and this is a great compliment to it. If you took the class, some of these templates were available early but I'm glad I have the paperback version now. Design thinking is a hot topic right now. Liedtka and Ogilvie have created an accessible and pragmatic toolkit for field work. Employees and entrepreneurs everywhere that are eager to try a new approach to creating customer value should check it out. I highly recommend it.

A pragmatic book that explains in a simple and easy way how to apply design tools into your business. This book is for managers and business individuals that would like to use design thinking tools to fostering innovation and growth into their companies. From a startup to a large multinational, the tools can be applied to any scenario with the adequate political environment. The book has several tool exercises so you can also test your knowledge on design thinking.

I read the first book, *Designing for Growth: a design thinking toolkit for managers*, and the field book was a nice surprise. I found myself grabbing for the field book a few times already during a current project I'm working on. This book is much more about design but about how to use *Design Thinking for Innovation*. The book plays off the content from the first book, but like the "field book" title, is small and compact with templates that can be used while working on a project as a reference.

I'm embarking for the first time on a large and complex design and business transformation project. *Designing for Growth*, the reference book and this *Field Book*, have given me a fantastic and very practical roadmap for the User Experience (UX) part of the project that I am leading. I particularly like the combination of design templates and steps, with the project management items, ex: the *Design Brief*. I am so glad I found this book.

E' una sorta di manuale operativo del bel libro *Designing for growth* uscito nel 2011 che non aggiunge elementi particolarmente rilevanti se non alcuni strumenti che vengono meglio messi a fuoco sulla base dell'esperienza dell'autrice. Qualche spunto interessante.

Good practice book would be useful to follow it step by step and have a real idea in mind for best result / learning

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