



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

By Jeanne Liedtka, Tim Ogilvie, Rachel Brozenske

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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.

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Editorial Review

Review

In a clear and simple style, this book shows how designing thinking has been applied successfully to address complex and very different problems in a variety of organizations, both for- and not-for-profit. The ten cases in the book provide creative and innovative applications of the design principles, providing sufficient detail to be of use to readers in their own planning processes. The book provides sufficient depth to be of value to the graduate professional classroom while being simple and clear for immediate use by managers.--Toni Ungaretti, Johns Hopkins University

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About the Author

Jeanne Liedtka is a professor at the Darden School of Business. Her other books include *The Catalyst: How You Can Become an Extraordinary Growth Leader* and *The Physics of Business Growth*.

Tim Ogilvie is cofounder and CEO of Peer Insight, an innovation strategy consulting firm based in Washington, D.C.

Rachel Brozenske is vice president of Allison Partners, an organizational development consulting practice in Charlottesville, and a lecturer at the Darden School of Business.

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