

The book was found

# Designing For Growth: A Design Thinking Tool Kit For Managers

Designing for



a design thinking tool kit for managers

JEANNE LIEDTKA AND TIM OGILVIE

 Columbia Business School  
Publishing



## Synopsis

Jeanne Liedtka and Tim Ogilvie educate listeners on one of the hottest trends in business development: "design thinking", or the ability to turn abstract ideas into practical applications for maximal business growth. Jeanne Liedtka's recent book, *The Catalyst: How YOU Can Lead Extraordinary Growth*, was named a Top Innovation and Design Thinking Book by Business Week. Tim Ogilvie has been hailed as a visionary for his pioneering contributions to service innovation, business model innovation, and customer experience design. Liedtka and Ogilvie cover the mind-set, techniques, and vocabulary of design thinking; unpack the mysterious connection between design and growth; and teach managers, in a straightforward way, how to exploit design's exciting potential. Exemplified by Apple and the success of their elegant products, and cultivated by high-profile design firms such as IDEO, design thinking unlocks creative right-brain capabilities to solve a range of problems. This approach has become a necessary component of successful business practice, helping managers turn abstract concepts into everyday tools that grow business while minimizing risk.

## Book Information

Audible Audio Edition

Listening Length: 6 hours and 34 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: June 16, 2016

Language: English

ASIN: B01GOWKSIG

Best Sellers Rank: #11 in Books > Audible Audiobooks > Arts & Entertainment > Design #41 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #103 in Books > Business & Money > Management & Leadership > Strategy & Competition

## Customer Reviews

There has been a veritable onslaught of strategy and business 'design' literature published in the past few years. Most of it is interesting but falls into one of two traps: either it's too theoretical to put into action, or it's directed to a choir of the design-familiar and leaves everyone else behind. Liedtka and Ogilvie break the mold with their new book, providing a framework and a tool kit to help almost anyone with interest and motivation explore the power of design thinking. It starts with a relatively

simple point. Most of the time, most of the world sees the design process as messy and unpredictable and nonlinear and twisted and terribly inefficient. In many organizations, that's why design is often considered a black box so impenetrable that it's outsourced to marketers, product developers, and, well, designers. Liedtka and Ogilvie take the mess and unbundle it all into a four-phase, 10-step framework that starts to look more like a process that individuals and organizations can learn and replicate. While the steps are somewhat familiar, the recommended approaches in each phase sound reasonable but are more challenging for most people to put into practice. (Try explaining to a typical business planner that you're going to generate new business offerings based on research you conduct with a dozen or so customers, and you'll see what I mean.) Lucky for all of us, *Designing for Growth* provides concrete tools and step-by-step instructions and plenty of real-life examples for each step of the journey so that there's sufficient structure to help the reader navigate the discomfort of trying something new.

[Download to continue reading...](#)

*Designing for Growth: A Design Thinking Tool Kit for Managers* (Columbia Business School Publishing) *Designing for Growth: A Design Thinking Tool Kit for Managers* *Designing for Growth: A Design Thinking Toolkit for Managers* (Columbia Business School Publishing) *Hand Tool Essentials: Refine Your Power Tool Projects with Hand Tool Techniques* (Popular Woodworking) *Tools: A Tool-by-Tool Guide to Choosing and Using 150 Home Essentials* *Computational Design Thinking: Computation Design Thinking* *Design Thinking Workshop: The 12 Indispensable Elements for a Design Thinking Workshop* *Financial Management for Nurse Managers and Executives, 4e* (Finkler, *Financial Management for Nurse Managers and Executives*) *Mastering Automotive Digital Marketing: A training guide for Dealer Principals, General Managers, and Digital Marketing Managers* *Basic Counseling Techniques: A Beginning Therapist's Tool Kit* *Let's Pretend Builders Tool Kit* *Aix/6000 Developer's Tool Kit* (J. Ranade Workstation Series) *Hp-Ux Developer's Tool Kit* (J. Ranade Workstation Series) *Designing B2B Brands: Lessons from Deloitte and 195,000 Brand Managers* *Growth Hormones and Growth Factors in Acromegaly and Beyond: 4th International Workshop on "Highlights in Basic and Clinical Neuroendocrinology"*, Athens, November 2005: *Proceedings* *TOP 101 Growth Hacks: The best growth hacking ideas that you can put into practice right away* *The Designing for Growth Field Book: A Step-by-Step Project Guide* (Columbia Business School Publishing) *Microsoft SharePoint 2013 Designing and Architecting Solutions: Designing and Architecting Solutions* *Ultimate Origami for Beginners Kit: The Perfect Kit for Beginners-Everything you Need is in This Box!* [Origami Book, DVD, 62 Papers, 19 Projects] *Calligraphy Kit: A complete kit for beginners*

