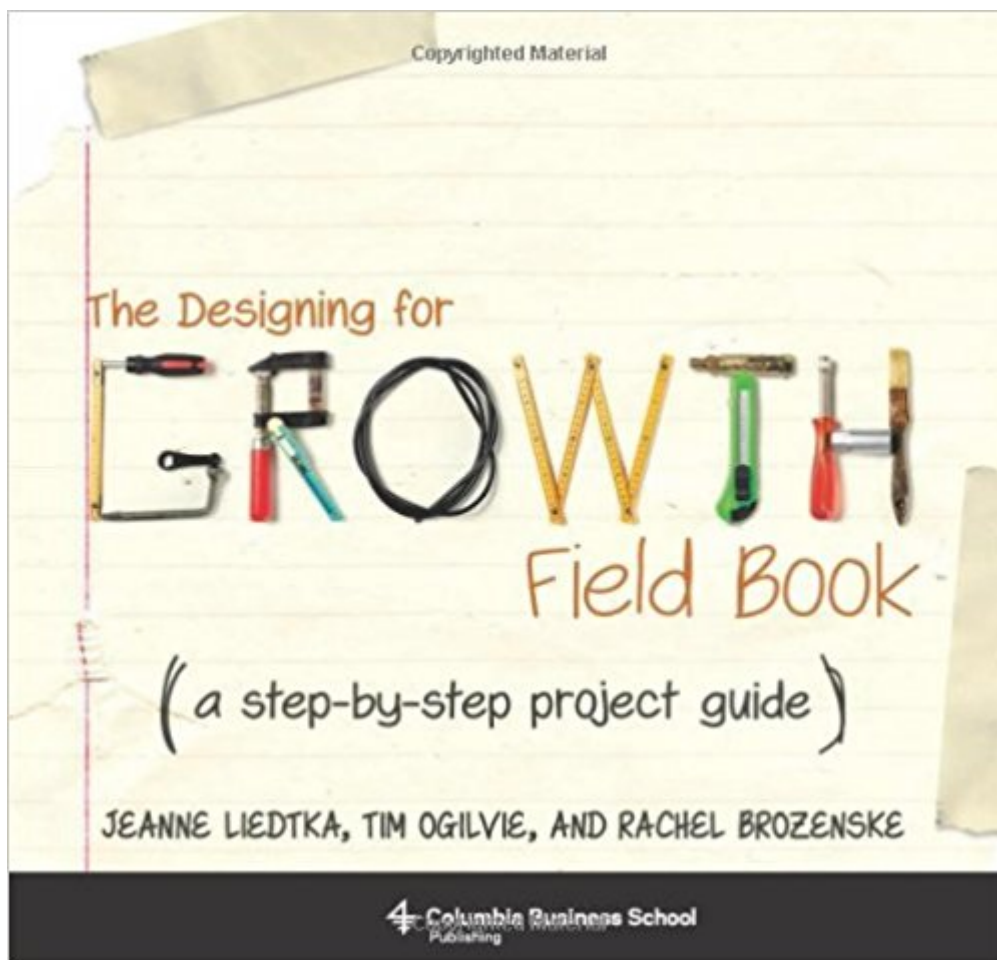## The book was found

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 designersÃ¢â ¬â ¢from direct observation to journey mapping, storytelling, and storyboardingÃ¢â ¬â ¢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

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-

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.

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.

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.

This book is ok. In general, some of the chapters are confusing and overexplained without a clear view of the charts and field notes that I bought the book for. The material is also less than durable

and fell apart in my bookbag. However, this book offers some good content and ways to organize a big design project.

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 loved the pragmatic approach and the insightful documents and templates included. Very helpful to move from ideas to practice. Valuable toolset

It was very helpful for the Design Thinking workshop we led. Thank you!

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.

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