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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.

### **Designing for Growth: Jeanne Liedtka, Tom Ogilvie, Nicol ...**

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

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Publishing) Paperback – January 14, 2014 by Jeanne Liedtka (Author)

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Designing for Growth: A Design Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of the design thinking approach.

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As you identify your growth opportunity, it's important to consider whether design thinking is a fit for solving it. Design thinking is an approach to solving problems especially suited to conditions of high uncertainty. It is a set of methods that manage risk by placing small bets fast. This approach is not suitable for every challenge.

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