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Designing for Growth: A Design Thinking ToolKit for Managers

Design thinking is the way out of this trap. Great growth opportunities are indistinguishable from bad ideas at first, and there is no handy source of data to tell you which is which. Only a customer playing with a prototype can answer that. With design thinking, you can nurture disruptive possibilities and unlock the zeal in your organization.

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The Designing for Growth Field Book Book Summary : 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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Designing for Growth aims to demystify design thinking by decoding design from an abstract idea into a practical, everyday tool from which any manager can profit. The book explains that the process starts with customers and the ability to create a better future for them, it acknowledges that we probably won't get that right the first time, and it assures us that making it work certainly does not require supernatural powers.

Designing for Growth Books

Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth. 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 ...

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1. Figure out what the **** “designing for growth” actually means. If you work in tech, you may be familiar with the term “Growth Hacking” — previously a startup-exclusive title for people who were responsible for finding ways to “hack” the system to grow users and make money.

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Design thinking. Liedtka's work on design thinking is presented

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in her book, Designing for Growth: A design toolkit for managers, co-authored with Tim Ogilvie, that won the 1800 CEO READ best management book of 2011.

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