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Now, my firm has a

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understand how to
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Want growth? Design
an Insanely Great
Product. Over my
career I've been
lucky enough to work
on a handful of
products that have
taken off. Square,
Cash App, Caviar,
and now Faire have
all ...

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Want growth? Design
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6 DESIGNING FOR
GROWTH Taking
design seriously
means acknowledging
the difference
between what
scientists do and what
designers do.

Whereas scientists
investigate today to

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discover explanations
for what already is,
designers invent
tomorrow to create
something that isn't.

To get to growth, we
have to create

~~a design thinking tool
kit for managers~~

The Designing for
Growth Field Book: a
step-by-step project
guide By Jeanne

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Liedtka, Tim Ogilvie,
and Rachel
Brozenske.

Templates and

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TEMPLATES Design

Brief Project

Description Scope

Constraints Target

Users Exploration

Questions Expected

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is a well-crafted fusion
of an inspired point of
view and a coherent
framework for
understanding how
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innovation intensity
for service and
product development.

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business: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth. Liedtka and Ogilvie cover the mindset, techniques, and vocabulary of design thinking, unpack the mysterious connection between design and growth,

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Design thinking is the
way out of this trap.

Great growth
opportunities are
indistinguishable from

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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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~~Growth~~ « ~~Designing~~
~~for Growth~~

1. Overview of Design Thinking: In your own words, not copying or paraphrasing from the text, describe in detail the key stages and elements of design thinking. 2.

Comparative
Analysis: Compare,
Contrast and

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differentiate the
processes of
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compared to typical
business rational
decision making.

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& Design Thinking
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If you want to design
for growth, try to be
mindful about
catching the signal

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and seeing if there is this potential that is trying to express itself. For example, Airbnb was growing so fast because the industry was already trying to express its potential. The problem that it was lacking reputation tools, payment tools, and booking tools. Be open

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advice for platform
creators [TEMPLATE]~~

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Book Review:

Outlines the popular
business trend
through which
abstract ideas are
developed into
practical applications
for maximum growth,

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Growth A
sharing coverage of
its mindset,
Design Thinking
techniques and
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vocabulary to reveal
how design thinking
can address a range
of problems and
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become a core
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component of
successful business
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Toolkit For
Growth, Creating
Great Places in the
San Diego Region is
a valuable resource
for policymakers, local
agency planning and
engineering staff,
developers, and
interested citizens
that shows how good
design can contribute

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to the quality of life in
the San Diego region.
Smart Growth Design
Guidelines—SANDAG
Jeanne's current
research explores
how design thinking
can be used to enrich
our ability to create
inclusive strategic
conversations about
organizational futures.
Her previous book,

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The Catalyst: How
You Can Become an
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based on a three-year
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of operating
managers who ...

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