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The authors describe a four-step process for bringing design thinking to life that begins with asking, "What if?" and ends with asking "What Works?" - the launch and learn stage. In the end, they show that an unavoidable but healthy tension will always exist between creating the new and preserving the best of the present, and as a manager, your ...

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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.

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Design thinking can do for organic growth and innovation what TQM did for quality – take something we always have cared about and put tools and processes into the hands of managers to make it happen. Whether design thinking can – or should – be taught to managers is a hotly debated topic among designers.

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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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