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# Change By Design: How Design Thinking Transforms Organizations And Inspires Innovation



## Synopsis

The myth of innovation is that brilliant ideas leap fully formed from the minds of geniuses. The reality is that most innovations come from a process of rigorous examination through which great ideas are identified and developed before being realized as new offerings and capabilities. This book introduces the idea of design thinking—the collaborative process by which the designer’s sensibilities and methods are employed to match people’s needs not only with what is technically feasible and a viable business strategy. In short—design thinking converts need into demand. It’s a human-centered approach to problem solving that helps people and organizations become more innovative and more creative. Design thinking is not just applicable to so-called creative industries or people who work in the design field. It’s a methodology that has been used by organizations such as Kaiser Permanente to increase the quality of patient care by re-examining the ways that their nurses manage shift change—or Kraft to rethink supply chain management. This is not a book by designers for designers; this is a book for creative leaders seeking to infuse design thinking into every level of an organization—product—or service to drive new alternatives for business and society.

## Book Information

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## Customer Reviews

I recently read two books (this one written with Barry Katz and Roger Martin’s *The Design of Business*) and am reading a third (Neil Sheehan’s *A Fiery Peace in a Cold War*) in which major organizational transformations are accomplished by those who understand the power of design

thinking, help their colleagues to do so, and then together, take an approach, Tim Brown suggests, "that is powerful, effective, and broadly accessible, that can be integrated into all aspects of business and society, and that individuals and teams can use to generate breakthrough ideas that are implemented and that therefore have high impact. Design thinking, the subject of this book, offers just such an approach." He goes on to acknowledge, "I was trained as an industrial designer, but it took me a long time to realize the difference between [begin italics] being [end italics] and [begin italics] thinking like [end italics] a designer. That strikes me as a critically important distinction. Brown views the power of design "not as a link in a chain but as the hub of a wheel"...not as a stage in a process but as a center of gravity, as a gravitational/centrifugal force, with involvement at all levels and in all areas of operation. "Design is now too important to be left to designers." Brown carefully organizes his material with two Parts. First, he introduces a set of principles for design thinking that be applied by almost anyone in any organization, whatever its size and nature may be. He involves his reader in a journey through the important stages of thinking. He provides a framework that he hopes will help the reader identify the principles and practices that make for great design thinking.

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