SOLVING PROBLEMS WITH DESIGN THINKING

JEANNE LIEDTKA, ANDREW KING,
AND KEVIN BENNETT

Columbia Business School
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For Debra and Matt

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Preface

The Story Behind Our Stories

For those of you who don't read prefaces, feel free to continue on without remorse—the stories you are about to hear will be just as satisfying. But for those who like to know what is going on backstage, we thought a bit of detail about the origin of our ten stories might be of interest.

In the spring of 2010 the Design Management Institute (DMI) and researchers at the University of Virginia's Darden School of Business (a team that included us) launched a multistage research program to assess the prevalence and impact of design thinking in business organizations. Sponsored by the Batten Institute, a center for the study of entrepreneurship and innovation at Darden, the study set out to develop an understanding of the extent to which the methods, techniques, and processes traditionally associated with design and designers had been adopted within established business and social sector organizations.

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