The Designing for GROWTH Field Book

(a step-by-step project guide)

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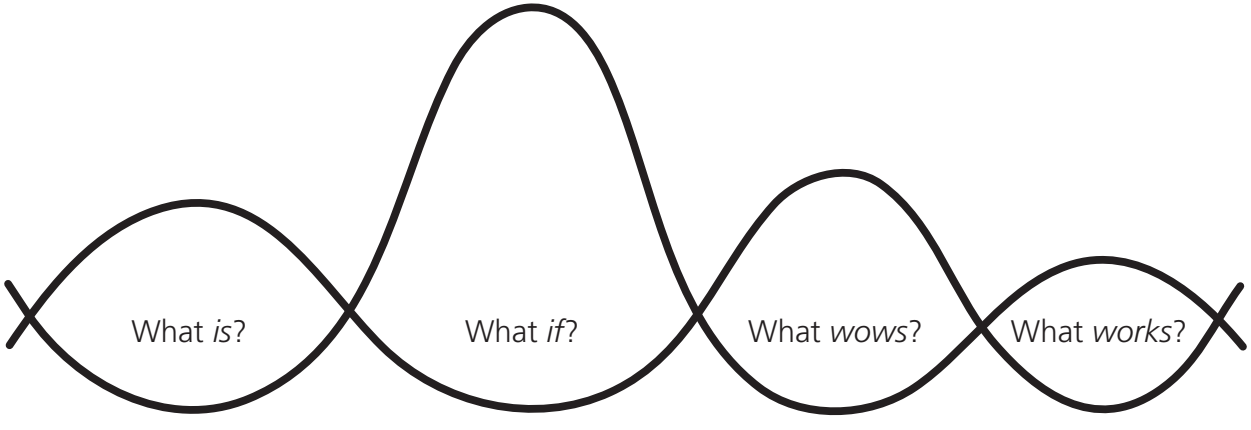
Using Your Field Book

Welcome!

Chances are, if you bought this book, you are facing a messy challenge—and want to use design thinking to create an innovative solution. We have written this field guide to make that process easier, to create a road map for you to manage your innovation project as it unfolds.

A few years ago, Jeanne and Tim wrote *Designing for Growth: A Design Thinking Tool Kit for Managers* (D4G) with the goal of making design thinking tools and methods accessible to any manager interested in using them. Since then, we've learned some new things. Having spent that time helping hundreds of managers tap into design's potential, we saw an opportunity to get even more practical by creating a step-by-step guide. This is that guide—your field book. If you'd like more detail on the design thinking philosophy, you'll find that in D4G. If you own it already, you'll see that it serves as a great companion to this field book. But we think you'll find this field book is a useful guide to managing your project regardless of whether you have read D4G.

In D4G, we laid out a simple process that asked four questions:



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What *is* explores current reality. **What *if*** envisions a new future. **What *wows*** makes some choices. **What *works*** brings us to action. We have built this step-by-step guide around those same four questions, with some reminders about the tools and project management aids we talked about in D4G, and the addition of a few new tools and aids.

We designed this field book for active use. You might ask, "What does that mean?" It means that it's not meant to stay pristine and pretty. Instead, write in it. Turn down the corners of the pages you like. Tear out the pages you can't stand. Doodle. Make notes in the margins. Stack and store your sticky notes. But most of all, keep it handy for whatever thoughts occur to you along the way.

Let's get started.

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Although you can use your field book however you like, we suggest that it's particularly useful for three things.

Choosing

A successful design thinking experience begins with a great problem. Before you begin working the four questions, take time to choose a meaty challenge and frame your challenge question. The design brief form and instructions in Steps 1 through 3 of this field book will help you get set up for greatness.

Planning

Every challenge is different, so even with a handy guide like this you'll want to take time to plot your course. Being a good catalyst for problem solving requires planning. Think about which tools will be best suited to your challenge and the people who might be available to help you.

Good news: The steps and tools in this book will guide you along the way. We've also included an example project with completed templates in the final section if you find yourself lost in translation.

Doing

Thinking is fine, but it's also important to deliver results. At some point, you'll need to bring a team together and use the tools you've chosen to navigate your challenge. Grab a flip chart and some markers, follow your plan, use the tools, adjust it if you hit a bump in the road, and see where the journey takes you. This field book is your guide as you take on today's challenge, but you have a lifetime ahead of you to think like a designer.

Along the way, you can also visit Design@Darden, an online portal with more tools (including digital templates and ready-to-print posters) to help you get the action started.

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