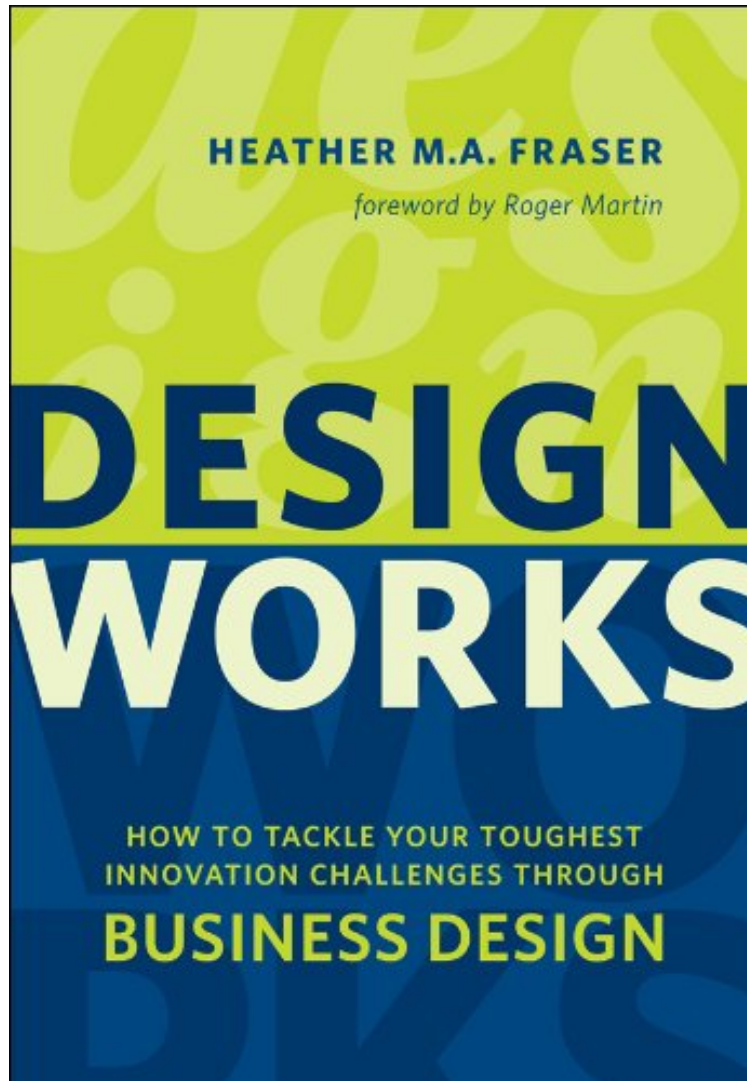


[E-BOOK] Design Works: How to Tackle Your Toughest Innovation Challenges through Business Design (Rotman-UTP Publishing)

## Design Works: How to Tackle Your Toughest Innovation Challenges through Business Design (Rotman-UTP Publishing)

*Heather Fraser*

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**Heather Fraser : Design Works: How to Tackle Your Toughest Innovation Challenges through Business Design (Rotman-UTP Publishing)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Design Works: How to Tackle Your Toughest Innovation Challenges through Business Design (Rotman-UTP Publishing):

5 of 5 people found the following review helpful. A very practical guide on how to use Design Thinking in organizationsBy Malte HolmIn "Design Works", Heather Fraser takes us deep into the secrets that have helped big

organizations like PG, Nestle; and so forth, create breakthrough innovation. The book is organized so that the reader will get insight into the methods and tools used to design new products and services, but it doesn't end there. Where other design thinking resources normally focus solely on the creation of a prototype, "Design Works" takes this approach a step further. One of the three so-called "gears" describes why it's important not to focus only on the product or service, but that this is always part of some kind of eco-system; the experience surrounding that prototype. By focusing on the entire experience, from beginning to end, organizations are able to uncover new needs, and get a deeper understanding of how the user interacts with the product or service. The next "gear" focuses on how to be able to execute the idea. All the time "could-be" innovation dies because execution is lacking. Sometimes this is because no one knows what to do with the prototype. In this part of the book Heather Fraser takes us through a series of tools to create the strategic business design. This includes diagnosing and building capabilities, but also thinking about the strategic implications and fit this new innovation might have throughout the organization. The book is written in a logical way so that the reader can follow the different exercises as a sequence, thereby improving the chances for success and implementation. Where other books on Design Thinking take a more theoretic approach, this one is hands-on and will show you how to actually do things in a logical and methodical way. A highly recommended read that has the potential to jump-start a new way to innovate in any organization! 10 of 10 people found the following review helpful. physical book is better than Kindle version By Sophia if you are reading this book to use it, get the physical version. The Kindle version does not have page numbers which makes it very hard to reference pages for other people or to get to pages others are referencing.

High-profile business leaders in organizations around the world now use approaches and methods from the design world to drive breakthrough innovation and growth. How can you translate design thinking into doing in a way that will lead to bigger breakthroughs and business strategies for success? Design Works is the playbook for putting Business Design — a discipline that integrates design methods and mindsets into strategic planning and innovation practices — into action across the enterprise. Heather Fraser provides tools and tips, compelling case studies and inspiring interviews with business leaders who have used design principles and practices to tackle their enterprise challenges and map out new opportunities for growth. Through the practice of the 3 Gears of Business Design, Design Works shows you how to harness your team's collective ingenuity and unlock fresh insights, create bigger ideas faster, and translate big ideas into clear action-based strategies that will accelerate progress toward a renewed vision for your organization. Based on seven years of research and application at the Rotman School of Management at the University of Toronto, Business Design has proven to be a learnable, scalable innovation discipline that can transform the way enterprise teams rise to a challenge and shape future-forward strategies, bringing a valuable balance to conventional planning and development.

Many business books claim to offer practical solutions, this one really does. (Developing Leaders Issue 9: 2012) About the Author Heather M.A. Fraser is co-founder and director of Rotman DesignWorks and an adjunct professor in the Rotman School of Management at the University of Toronto.