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A version of this article appeared in the June 2008 issue of Harvard Business Review. Tim Brown is the CEO and president of the international design consulting firm IDEO and the author of Change ...

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Comes of Age - Enterprisers Project

The authors studied almost two dozen major design-thinking projects within large private- and public-sector organizations in five countries and found that effective leadership is critical to their success. They focused not on how individual design teams did their work but on how the senior executives who commissioned the work interacted with and enabled it. To employees accustomed to being ...

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design thinking, its history, and how the human-centered process comes to life inside the
walls of IDEO IDEO CEO Tim Brown writes that design isn't just the beautiful wrapper that
holds an idea—instead, it's an integrated process that can transform products, services,
process, and even strategy

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