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**BUSINESS**



## Visionary Leader, Extraordinary Life

with **Kate Ebner**



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**September 26th 2011: Realize Your Vision:  
Designing for Growth with Tim Ogilvie**

In business, we often start the growth conversation with a discussion of constraints. As a result, we get results that are only incrementally better than our starting point. This week's guest, Tim Ogilvie, reminds us that breakthrough results come from envisioning an inspiring future and asking "What's missing?" instead of "What's wrong?" Design thinking marks a sea change in how businesses create value, and it relies on empathy, exploration, and iteration, skills that connect deeply to what makes us human. As CEO of Peer Insight and co-author of the book "Designing for Growth", Tim's philosop

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### Featured Guest



#### Tim Ogilvie

Tim Ogilvie is the CEO of Peer Insight, an innovation strategy consultancy, where he has made pioneering contributions to the emerging disciplines of service innovation,

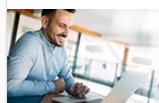
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