“We hear a lot of talk about innovation as a key strategic capability in business today. What is often missing are the kinds of processes and tools that managers need to turn talk into reality,” says Professor J. Liedtka. “That is exactly what design methods can bring — a clear and teachable set of tools and processes that designers have used for decades but business people have no idea even exist. Design literacy will be an indispensable part of every manager’s toolkit. At Darden we intend to lead that effort, not follow it.”