

Advance Praise for *Redesigning Thinking*

“We won’t redesign everything we need to, unless we redesign our thinking. The need for creative problem solvers is greater than ever, so this book is right on time. It is full of examples, insights and tools for navigating the complexities and challenges of our lives today. Clive brings such humanity and warmth to this subject. It should not only be on all designers’ reading lists, it should be part of the school curriculum.”

– **Minnie Moll**, CEO of the Design Council

“Packed full of tips, tricks and insights. This book is an essential read for anyone who wants to redesign and rethink the world, and help us solve the big, complex societal challenges that we face. What impact will you create?”

– **Professor Alex Hill**, Co-founder and Director
of the Centre for High Performance

“Clive Grinyer has pioneered design in business, public services and education, and here he is bang on target in arguing that what needs redesign is not just things and services, but rather how we think. This engaging and smart book shares many vivid examples of how new ways of thinking can help us understand and better grapple with the problems that surround us. I hope it will encourage a new generation of brilliant designers to use their skills where they’re most needed.”

– **Geoff Mulgan**, Professor of Collective Intelligence,
Public Policy and Social Innovation at University College London

“*Redesigning Thinking* couldn’t have arrived at a better time. I’ve worked with Clive over the years, both at the RCA and with clients, and his insights ring true. Design is at a crossroads. Organisations urgently need design to shape the future of their customers, services, and role in their communities—balancing well-being and sustainability with cost, growth, and risk. As AI takes on routine design tasks, Clive makes a compelling case for why the future needs designers who think differently—bringing human insight, powered by empathy, creativity, and ingenuity. Rather than fighting for a seat at the table, designers must redefine their role and scale their impact. Or, as Clive puts it, ‘engineer design, don’t design engineering.’”

– **Peter Neufeld**, Partner; Head of Customer,
Innovation & Experience Design, EMEA, FSO, EY Seren

