



The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization

By Tom Kelley, Jonathan Littman

Download now

Read Online ➔

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman

The author of the bestselling *The Art of Innovation* reveals the strategies IDEO, the world-famous design firm, uses to foster innovative thinking throughout an organization and overcome the naysayers who stifle creativity.

The role of the devil's advocate is nearly universal in business today. It allows individuals to step outside themselves and raise questions and concerns that effectively kill new projects and ideas, while claiming no personal responsibility. Nothing is more potent in stifling innovation.

Over the years, IDEO has developed ten roles people can play in an organization to foster innovation and new ideas while offering an effective counter to naysayers. Among these approaches are the *Anthropologist*—the person who goes into the field to see how customers use and respond to products, to come up with new innovations; the *Cross-pollinator* who mixes and matches ideas, people, and technology to create new ideas that can drive growth; and the *Hurdler*, who instantly looks for ways to overcome the limits and challenges to any situation.

Filled with engaging stories of how Kraft, Procter and Gamble, Safeway and the Mayo Clinic have incorporated IDEO's thinking to transform the customer experience, *The Ten Faces of Innovation* is an extraordinary guide to nurturing and sustaining a culture of continuous innovation and renewal.

 [Download The Ten Faces of Innovation: IDEO's Strategie ...pdf](#)

 [Read Online The Ten Faces of Innovation: IDEO's Strateg ...pdf](#)

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization

By Tom Kelley, Jonathan Littman

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman

The author of the bestselling *The Art of Innovation* reveals the strategies IDEO, the world-famous design firm, uses to foster innovative thinking throughout an organization and overcome the naysayers who stifle creativity.

The role of the devil's advocate is nearly universal in business today. It allows individuals to step outside themselves and raise questions and concerns that effectively kill new projects and ideas, while claiming no personal responsibility. Nothing is more potent in stifling innovation.

Over the years, IDEO has developed ten roles people can play in an organization to foster innovation and new ideas while offering an effective counter to naysayers. Among these approaches are the *Anthropologist*—the person who goes into the field to see how customers use and respond to products, to come up with new innovations; the *Cross-pollinator* who mixes and matches ideas, people, and technology to create new ideas that can drive growth; and the *Hurdler*, who instantly looks for ways to overcome the limits and challenges to any situation.

Filled with engaging stories of how Kraft, Procter and Gamble, Safeway and the Mayo Clinic have incorporated IDEO's thinking to transform the customer experience, *The Ten Faces of Innovation* is an extraordinary guide to nurturing and sustaining a culture of continuous innovation and renewal.

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman Bibliography

- Sales Rank: #14643 in Books
- Brand: Kelley, Tom/ Littman, Jonathan
- Published on: 2005-10-18
- Released on: 2005-10-18
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x .90" w x 6.60" l, 1.60 pounds
- Binding: Hardcover
- 288 pages

 [Download The Ten Faces of Innovation: IDEO's Strategie ...pdf](#)

 [Read Online The Ten Faces of Innovation: IDEO's Strateg ...pdf](#)

Download and Read Free Online The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman

Editorial Review

From Publishers Weekly

Kelley's latest builds on *The Art of Innovation*, which celebrated the work culture that distinguishes his high-profile, award-winning industrial design firm, IDEO. This book covers much of the same territory, but focuses on the type of worker and team-building rather than the work environment. The authors define 10 personas, including Anthropologists, who contribute insights by observing human behavior; Experimenters, who try new things; Hurdlers, who surmount obstacles; Collaborators, who bring people together and get things done; and Caregivers, who anticipate and meet customer needs. Like its predecessor, the book is breezy and well written, with plenty of self-promotion. Kelley and Littman weave classic and recent stories of business innovation, such as 3M's Scotch tape, Volvo's three-point seatbelts and Netflix's mail-in DVDs, with IDEO's own success stories with clients ranging from the Boston Beer Company, for whom IDEO designed a new Sam Adams tap handle, to Organ Recovery Systems, for whom IDEO helped develop ways to expedite kidney transport. Aspiring business innovators and fans of *The Art of Innovation* may find further inspiration in this handbook. (Oct. 18)

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

Advance Praise for *The Ten Faces of Innovation*

"Essential reading for every single person in your organization--even the CEO should read it! Each page contains a nugget that's worth the price of the entire book. Wow."

—Seth Godin, author of *Purple Cow*

"A concensus is emerging that Innovation must become most every firm's 'Job One.' 'Hurdle One,' however, is a doozer: establishing a Culture of Innovation. IDEO thought leader Tom Kelley offers a thoroughly original and thoroughly tested approach to creating that 'culture of innovation.' Rigorously applying his 'Ten Faces' will get the innovation ball rolling ... fast. Bravo!"

—Tom Peters

Critical Acclaim for Tom Kelley's Previous National Bestseller *The Art of Innovation*

"Tom Kelley has unlocked the magic box of innovation for corporate America."

—Bruce Nussbaum, *BusinessWeek*

"In light of all the books on the market about creativity, it takes a certain amount of chutzpah to call your book *The Art of Innovation*. Yet Kelley makes a good case.... Practical, clearly written, and highly detailed."

—*USA Today*

"On nearly every page, the story of some upstart invention is recounted in patter that's as good as a skilled magician's.... Almost like visiting an IDEO workshop in person."

—*Wired*

From the Inside Flap

"We've all been there. The pivotal meeting where you push forward a new idea or proposal you're passionate

about. A fast-paced discussion leads to an upwelling of support that seems about to reach critical mass. And then, in one disastrous moment, your hopes are dashed when someone weighs in with those fateful words:

"Let me just play Devil's Advocate for a minute . . ."

"What's truly astonishing is how much punch is packed into that simple nine-word phrase. In fact, the Devil's Advocate may be the biggest innovation killer in America today . . ."

"Why should you care? And why do we at IDEO believe this problem is so important? Because innovation is the lifeblood of all organizations . . . Today, companies are viewed less for their current offerings than for their ability to change and adapt and dream up something new. Whether you sell consumer electronics or financial services, the frequency with which you must innovate and replenish your offerings is rapidly increasing.

"The Ten Faces of Innovation is a book about innovation with a human face. It's about the individuals and teams that fuel innovation inside great organizations. Because all great movements are ultimately human-powered, the innovation personas described in this book each bring its own lever, its own tools, its own skills, its own point of view. And when someone combines energy and intelligence with the right lever, they can generate a remarkably powerful force. Together you can do extraordinary things"

-from "The Ten Faces of Innovation"

The author of the bestselling "The Art of Innovation" reveals the strategies IDEO, the world-famous design firm, uses to foster innovative thinking throughout an organization and overcome the naysayers who stifle creativity.

The role of the devil's advocate is nearly universal in business today. It allows individuals to step outside themselves and raise questions and concerns that effectively kill new projects and ideas, while claiming no personal responsibility. Nothing is more potent in stifling innovation, Kelley claims.

Over the years, IDEO has developed ten roles people can play in an organization to foster innovation and new ideas while offering an effective counter to naysayers. Among these approaches are the

Anthropologist--the person who goes into the field to see how customers use and respond to products, to come up with new innovations; the Cross-pollinator who mixes and matches ideas, people, and technology to create new ideas that can drive growth; and the Hurdler, who instantly looks for ways to overcome the limits and challenges to any situation.

Filled with engaging stories of how Kraft, Procter and Gamble, Safeway and the Mayo Clinic have incorporated IDEO's thinking to transform the customer experience, THE TEN FACES OF INNOVATION is an extraordinary guide to nurturing and sustaining a culture of continuous innovation and renewal.

Users Review

From reader reviews:

Linda Brown:

Book is to be different for each and every grade. Book for children until adult are different content. As you may know that book is very important usually. The book The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization ended up being making you to know about other understanding and of course you can take more information. It doesn't matter what advantages for you. The e-book The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization is not only giving you much more new information but also to get your friend when you experience bored. You can spend your personal spend time to read your reserve. Try to make relationship while using book The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization. You never feel lose out for everything in case you read some books.

Kevin White:

Do you certainly one of people who can't read gratifying if the sentence chained within the straightway, hold on guys that aren't like that. This The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization book is readable by means of you who hate those perfect word style. You will find the info here are arrange for enjoyable examining experience without leaving actually decrease the knowledge that want to deliver to you. The writer of The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization content conveys the thought easily to understand by many people. The printed and e-book are not different in the written content but it just different available as it. So , do you still thinking The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization is not loveable to be your top list reading book?

Judith Craig:

The book untitled The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization contain a lot of information on this. The writer explains the girl idea with easy means. The language is very clear to see all the people, so do not necessarily worry, you can easy to read that. The book was published by famous author. The author will take you in the new time of literary works. You can read this book because you can please read on your smart phone, or model, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can open up their official web-site as well as order it. Have a nice go through.

Ethel Springer:

Reading a e-book make you to get more knowledge from it. You can take knowledge and information from a book. Book is prepared or printed or illustrated from each source which filled update of news. In this modern era like currently, many ways to get information are available for you. From media social just like newspaper, magazines, science e-book, encyclopedia, reference book, novel and comic. You can add your understanding by that book. Do you want to spend your spare time to spread out your book? Or just trying to find the The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization when you needed it?

Download and Read Online The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman #4L32SP7AKE5

Read The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman for online ebook

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman books to read online.

Online The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman ebook PDF download

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman Doc

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman Mobipocket

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman EPub

4L32SP7AKE5: The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization By Tom Kelley, Jonathan Littman