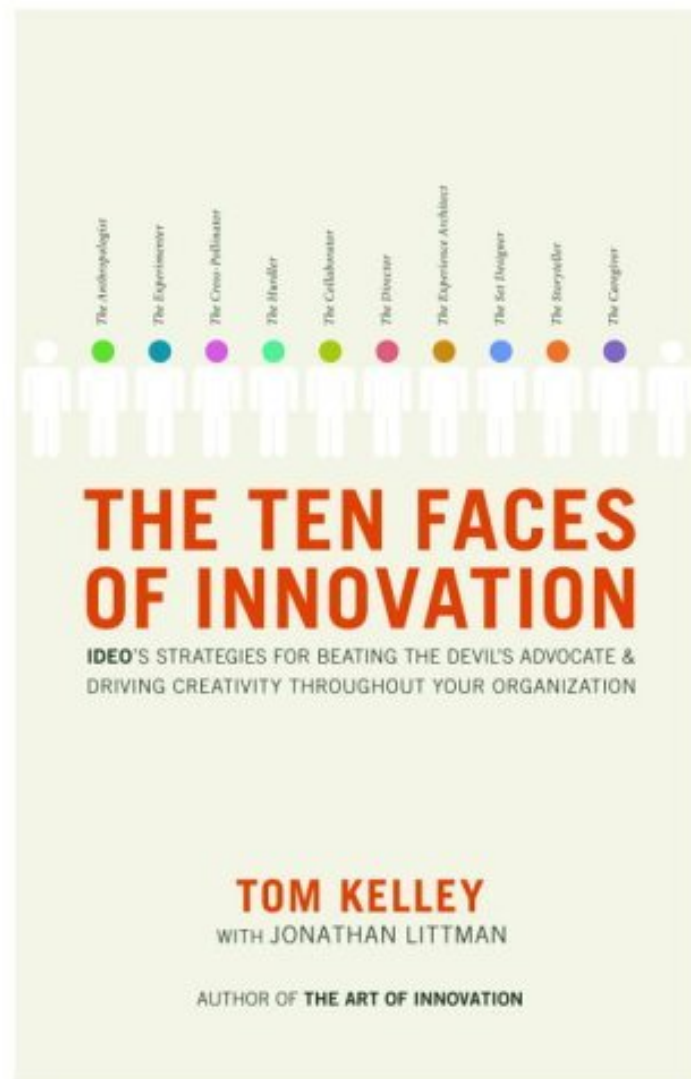


(Get free) The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization

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

Tom Kelley, Jonathan Littman

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Tom Kelley, Jonathan Littman : The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate and Driving Creativity Throughout Your Organization:

6 of 6 people found the following review helpful. Good advice  
By M. Lang  
IDEO, of course, is very well known for its consulting on all types of innovation, mostly within corporations. This book provides insights into the IDEO methodology in the form of descriptions of 10 working styles that contribute to innovation. The descriptions are well done, and many examples are included that bring the descriptions to life. I recommend the book to anyone looking to improve innovation in large organizations (those with more traditional management patterns). The only thing that is somewhat lacking for the typical manager is a more comprehensive description of the organizational culture and management systems that are necessary for these working styles to be effective. Yes, they can have some impact in any organization. However, organizations must create a climate that supports their practice in order to reap the true value. The author implies this, but really does not discuss it. That limitation does not detract from the value of the book as long as one understands that, while the people are the primary driver of innovation, they will not be very effective (and may not even stay) unless the environment in which they work supports innovation (e.g., a company organizes around real people not an idealized model of a corporate citizen.)

2 of 2 people found the following review helpful. A Useful and Real Guide to Innovation  
By K. Scott Proctor  
Tom Kelley has produced a wonderful guide to fostering innovation and overcoming naysayers in "The Ten Faces of Innovation." Kelley balances ideas and theories evenly with results-oriented thinking in a manner that should appeal to a wide range of readers. If you are searching for a book that covers both the day-to-day realities and the concepts underlying innovation, look no further -- and read this book. Rarely does a book address such a big and amorphous topic as "innovation" in such a precise and actionable manner. Using a wide array of real-world and relevant case studies, Kelley offers a framework for both fostering innovation and addressing devil's advocates. The writing is crisp, engaging, and clear. I particularly appreciated Kelley's ever-present thought stimulating questions at the end of each section of the book. Not only did these questions help generate thoughts, but Kelley puts his own ideas into practice -- the questions provide tangible examples of how to "think" about innovation and innovating. I highly recommend this book.

0 of 0 people found the following review helpful. Launching point for innovators  
By Customer  
I definitely recommend reading this book and teaching its content to others in your organization and life. Innovation has become a buzz word in industry but many people don't know where to start. This provides an easy launch point. It is obvious while reading this book that Tom Kelley put IDEO's strategies into practice when writing the book. This was one of the more enjoyable books to read with just the right amount of pictures, stories, and depth on each topic to really capture the reader. I recommend keeping a log of your ideas while reading. I came up with many ideas and I'm excited to get started with them!

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.