



# The Ten Faces of Innovation: Strategies for Heightening Creativity

*TomKelley*

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## **The Ten Faces of Innovation: Strategies for Heightening Creativity** TomKelley

A brilliant guide to fostering creativity and business innovation, based on the author's experience as the md of ideo - the world-famous design firm that has developed hundreds of innovative products, including the palm pilot. When it comes to work, could you be an experience architect? or a storyteller, caregiver or a cross-pollinator? these are just four of the characters developed by ideo and presented in the ten faces of innovation that any individual can adopt to innovate in their business lives. Individuals can use these different characters in different situations to create a broader range of solutions to business problems: at the start of the creative process you might be the "anthropologist", going into the field to see how customers use and respond to products; later, if there are obstacles, you might be the hurdler, who overcomes obstacles in the way to the finished product. The book explains with examples from business how adopting these characters can beat naysayers who stifle innovation.

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