

## **THE TEN FACES OF INNOVATION**



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About 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.

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### **The Ten Faces of Innovation Harvard Business Review**

This article is excerpted from The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout Your Organization (Doubleday, 2005).

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In Ten Faces of Innovation, Tom Kelley shares a framework for ensuring that you bring together a diverse set of personas within your core innovation team.

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### **The Ten Faces of Innovation You Exec**

Design firm and idea factory IDEO has developed ten personas for innovation. These talents, or roles, help teams focus from different points of view to create more useful solutions. These ten faces are not just theories on the advantage of seeing things from different viewpoints.

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### **The 10 Faces of Innovation Fast Company The future of**

Adapted with permission from The Ten Faces of Innovation, by Tom Kelley with Jonathan Littman, to be published October 18 by Currency Books, a division of Random House Inc.

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### **The Ten Faces of Innovation 27gen**

Recap: today s post is the second of three which take a look at Tom Kelley s book The Ten Faces of Innovation.

Wednesday, the Learning Personas were reviewed. Today, it's the Organizing Personas. For a brief look at all ten, see here.

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