

The Ten Faces of Innovation

author: Tom Kelley, Jonathan Littman



2026-07

Synopsis

author	Tom Kelley, Jonathan Littman
readBy	Stow Lovejoy
inLanguage	english

Tom Kelley, author of *The Art of Innovation* and the general manager of IDEO, the world-famous design firm, illuminates the strategies IDEO used to beat the devil's advocate and drive creativity throughout the organization.

Nothing is more stifling for innovation than the role of devil's advocate. The devil's advocate can swoop into a situation from outside, raise questions and concerns, and effectively kill a creative idea without attempting constructive criticism. This role has become nearly universal in business today, but it is the role of the naysayer.

Kelley has spent nearly 20 years managing IDEO, and he uses that experience to identify the 10 roles people can play in an organization to foster innovation and new ideas while offering an effective counter and resistance to naysayers. Among these roles are the *Collaborator*, who truly values the team over individual interests; the *Experimenter*, who takes calculated risks and uses tests to efficiently reach a solution to any problem; and the *Experience Architect*, who is focused on creating remarkable individual experiences and encounters within the organization.

This audiobook is filled with engaging case studies of companies like Kraft, Procter and Gamble, Cargill, and Samsung, who have all used IDEO's thinking to transform their company and customer experience. *The Ten Faces of Innovation* is an extraordinary guide to nurturing and sustaining a culture of continuous innovation and renewal.

Reader's comments

comment 1:

â€"â€" ()