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the roles that Tom Kelley, author of the bestselling *Art of Innovation*, suggests that people can play in an organization to foster innovation and new ideas—and fend off creativity-stifling naysayers. Inspired by the roles that Tom has seen emerge at IDEO, the leading design firm where Kelley is general

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provides a good
framework which
companies, teams or
even individuals can
follow to expand the
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personas/archetypes enable the reader to look through a variety of frames at a single situation or problem and set the foundation for generating their own set of frames.

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categories: learning,
organizing, and
building. These three
categories are the basic
building blocks of the
innovation process, and
the personas fine-tune
the approach to take
with each phase.

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ization (Doubleday,
2005). Tom Kelley is
also the author of The
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2001). He is general manager of world-renowned design firm IDEO, which was founded by his brother, David.

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the individuals and
teams that fuel
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organizations. Because
all great movements are

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Download Ebook The Ten Faces Of Innovation Tom Kelley is the general manager of IDEO and author of the best-seller The Art of Innovation. As a leading speaker, he addresses scores of business audiences on how to use innovation to transform a business's culture and strategic thinking.

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