Tom Kelley with Jonathan Littman

THE 10 FACES OF INNOVATION
THE TEN FACES OF INNOVATION

- www.thefacesofinnovation.com
- Author: Tom Kelley – IDEO
- IDEO: product design firm
INNOVATION

- Finding new ways to do things
- Now recognized as the single most important element that determines the success of companies in the modern economy
- IDEAS paired with ACTION
- People creating VALUE though the IMPLEMENTATION of new ideas
T-SHAPED PEOPLE

- Wide breadth of knowledge across disciplines
- Deep knowledge in one or two specific areas
THE LEARNING PERSONAS

- Anthropologist
- Experimenter
- Cross-pollinator

- Gather new sources of information
THE ORGANIZING PERSONAS

- Hurdler
- Collaborator
- Director

- Even the best ideas must compete for time, attention, and resources
THE BUILDING PERSONAS

- Experience Architect
- Set Designer
- Caregiver
- Storyteller

- Apply insight from the Learning Personas and channel empowerment from the Organizing Personas to make innovation happen
LEARNING PERSONA: ANTHROPOLOGIST

- Observe, Interact, Look Around
- Vuja De – see the common for the first time
- Keep a “Bug List” and an “Idea Wallet”
- Maintain a Spirit of Curiosity

- The real act of discovery consists not in finding new lands, but in seeing with new eyes
  – Marcel Post
LEARNING PERSONA: EXPERIMENTER

- Hard Work, Curious Mind
- “Fail Often to Succeed Sooner”
- Prototype everything!

- I have not failed, I have merely found ten thousand ways that won’t work.

  – Thomas Edison
LEARNING PERSONA: CROSS-POLLINATOR

- Draw Associations, Make Connections
- Wide sets of interests and Avid Curiosity
- Bring seemingly unrelated ideas together
- Pie tins = Frisbees ?!? 

- Leave the beaten track occasionally and dive into the woods. Every time you do so, you will be certain to find something that you have never seen before.

  – Alexander Graham Bell
ORGANIZING PERSONA: HURDLER

- Tireless Problem-Solver, Optimist
- Quiet Determination, perseverance
- Don’t “just do your job”
- Do see beyond initial failures

- We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard . . .

  – John F. Kennedy

http://www.youtube.com/watch?v=6gr3mlBQR8M&feature=related
ORGANIZING PERSONA: COLLABORATOR

- The team over the individual, shared journey
- Multidisciplinary teams
- More of a coach than a boss

- *In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.*
  
  – Charles Darwin
ORGANIZING PERSONA: DIRECTOR

- Big picture thinking
- Bring out the best in team members
- Give center stage to others
- Shoot for the moon and wield a large toolbox

- I dream for a living.
  – Steven Spielberg
BUILDING PERSONA: EXPERIENCE ARCHITECT

- Fend off the ordinary wherever you find it
- Facilitate positive encounters with your products, services, organizations, spaces, and events

- The “value added” for most any company, tiny or enormous, comes from the Quality of Experience provided.

  – Tom Peters
BUILDING PERSONA: SET DESIGNER

- Liven up the workplace
- Promote energetic, inspired culture

- Every organization (and every employee) performs a bit better or worse because of the planning, design, and management of its physical workspace.

  – Franklin Becker
BUILDING PERSONA: CAREGIVER

- The foundation of human-powered innovation
- Empathy for individuals
- Create relationships

- *Think one customer at a time and take care of each one the best way you can.*
  
  – Gary Comer
BUILDING PERSONA: STORYTELLER

- Capture imagination with a story
- Spark emotion and action
- Video, narrative, animation, even comic strips!

- *The universe is made of stories, not atoms.*
  – Muriel Rukeyser