



The Anthropologist

The Experimenter

The Cross-Pollinator

The Healer

The Collaborator

The Director

The Experience Architect

The Set Designer

The Storyteller

The Completer

THE TEN FACES OF INNOVATION

IDEO'S STRATEGIES FOR BEATING THE DEVIL'S ADVOCATE & DRIVING CREATIVITY THROUGHOUT YOUR ORGANIZATION

TOM KELLEY

WITH JONATHAN LITTMAN

AUTHOR OF **THE ART OF INNOVATION**