



Innovation can transform the entire culture of organizations.



Tom Kelley

□ *How to manage innovation - from one of the most successful practitioners.* □

General manager of IDEO, the widely admired design and development firm. Seasoned innovation practitioner with proven techniques for fostering a culture of creativity and developing processes for continuous innovation. Author of two outstanding books, *The Art of Innovation* and *The Ten Faces of Innovation*.

General Manager, IDEO.



Ahead of the Curve

Highlights

Innovation management. There isn't a business in America that doesn't want to **be more creative** in its thinking, products and processes. Tom Kelley knows how to foster a culture of creativity and develop processes for **continuous innovation**.

Tom is the **general manager of IDEO**, the widely admired and award-winning design and development firm that brought us the Apple mouse, the Palm V and hundreds of other cutting edge products and services. *Fast Company* listed IDEO as number five in its 2008 list of The World's 50 Most Innovative Companies.

Books. Tom has written **two outstanding books** on innovation:

The Art of Innovation describes IDEO's "deep dive" approach to successful product creation, focusing on brainstorming and teamwork as invaluable tools.

The Ten Faces of Innovation reveals ten unique strategies for making sure that good ideas make it to market.

A **genial and entertaining speaker**, Tom gives business leaders tools and insights for managing innovation gleaned from the experience of IDEO and other successful design teams.

Tom was named the first-ever Executive Fellow by the dean of the Haas Business School, University of California Berkeley, and received the 2009 Kellogg Award for Distinguished Leadership from the Kellogg School of Management, Northwestern University.

Topics

Growth and Renewal with the Faces of Innovation
 Beyond the standard innovation tools • Beyond the usual suspects • Beyond the Devil's Advocate
 Failing Your Way to Success
 The Art of Innovation
 Designing the Future
 Problem Solving



IDEO

Experience. Few people have Tom Kelley's depth of experience managing innovation and design. Working with his brother, IDEO founder David Kelley, Tom has helped manage the firm as it has grown from 20 designers to a staff of more than 500. During that time, he has been responsible for such diverse areas as business development, marketing, human resources, and operations.

Philosophy. IDEO has proven over and over that everyone can contribute creatively to a project, that innovation can be made a cultural way of life in an organization. Tom has mastered the methods for bringing this about.

Recognition. IDEO has won more awards in the last decade than any other design firm. In 2007, IDEO won a stunning seven International Design Excellence Awards, cosponsored by *BusinessWeek*. A full half-hour *Nightline* presentation of its creative process received one of the highest ratings in the shows history. *Fast Company* magazine named IDEO number five on its list of "The World's 50 Most Innovative Companies."

• Credentials

- General Manager of IDEO
- Named first-ever Executive Fellow, Haas School of Business, UC Berkeley
- Kellogg Award for Distinguished Leadership, Northwestern University
- Delbert J. Duncan citation as U.C. Berkeley's top marketing scholar

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Methodology alone is not enough.