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Here are some key lessons: 1) Go out and watch people. Don't expect them to be able to tell you what you need to know. Don't rely on focus groups. 2) Pay particular attention to the things that bug you or customers in a situation. Michael's observation on the coffee cup at our last meeting is a good example. 3) There are no dumb or naive questions.

### Reading The Art of Innovation - Chapters 1 through 15 ...

But The Art of Innovation really teaches indirectly (not to mention enlightens and entertains) by telling great stories--mainly, of how the best ideas for creating or improving products or processes come not from laboriously organized focus groups, but from keen observations of how regular people work and play on a daily basis.

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The Art of Innovation In The Art of Innovation, Tom Kelley, partner at IDEO, takes readers behind the scenes of this wildly imaginative and energized company to reveal the strategies and secrets it uses to turn out hit after hit. IDEO doesn't buy into the myth of the lone genius working away in isolation, waiting for great ideas to strike.

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The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley with Jonathan Littman 2001 Chapter 4 The Perfect Brainstorm pages 53 -66 The best way to get a good idea is to get a lot of ideas. — LINUS PAULING The problem with brainstorming is that everyone thinks they already do it.

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