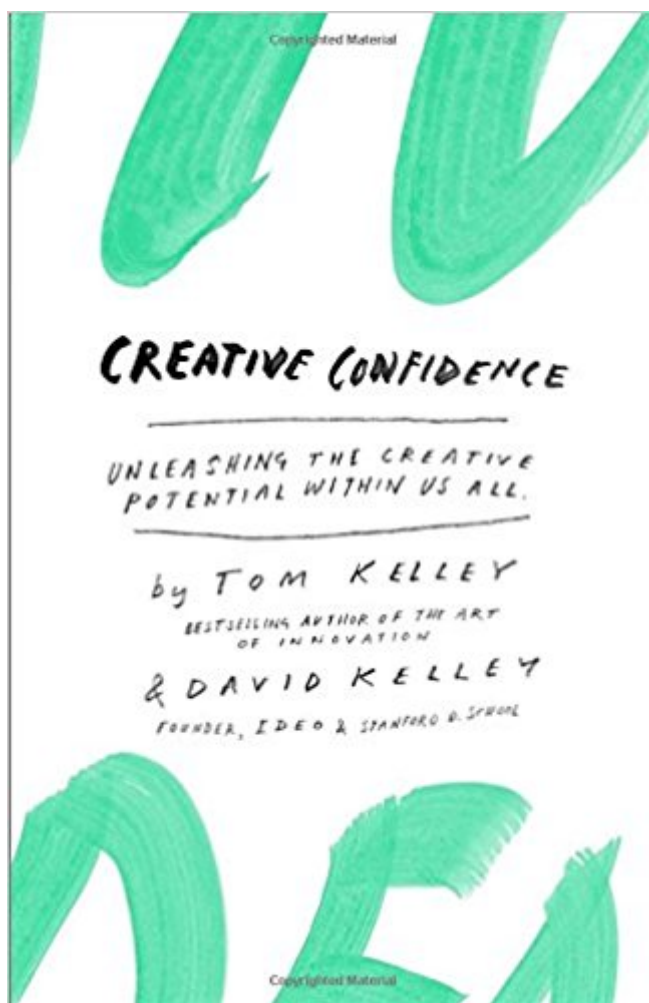


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# Creative Confidence: Unleashing The Creative Potential Within Us All



## Synopsis

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling *The Art of Innovation*, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers.

## Book Information

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## Customer Reviews

“CREATIVE CONFIDENCE is a myth-busting, muscle-building gem of a book. It shatters the false belief that only some people are creative. Then it provides a smart, practical action plan for boosting your innovative capacities. If you want to be more creative, read the Kelley brothers' words, follow their advice, and then—as they'd tell you—do something!” Daniel H. Pink, author of *Drive*, *A Whole New Mind*, and *To Sell is Human* “David Kelley has unleashed the power of design thinking for thousands of Stanford students and hundreds of influential Silicon Valley entrepreneurs. In *CREATIVE CONFIDENCE*, he and his brother, Tom,

share their secrets about how each of us can find our creative powers. They describe a way of thinking that will change your professional and personal life. Charlie Rose, acclaimed interviewer and broadcast journalist **“This book changed me. CREATIVE CONFIDENCE is that rare combination of thought leadership, soulful storytelling, and real-life exercises that inspires you to reclaim your creative passion and courage. I feel braver already.”** Brené Brown, Ph.D., author of the #1 New York Times Bestseller, *Daring Greatly* **“This is the only book about creativity that you’ll ever need.”** Guy Kawasaki, author of *APE: Author, Publisher, Entrepreneur* **“A five-star Wow! This wonderful, heartwarming book may literally change the world. Indeed, it must change the world. Don’t just read it. Use it. Now.”** Tom Peters, bestselling author of *In Search of Excellence* **“An indispensable field guide for creative explorers of all kinds. This compelling book will help build creative muscles for when you need them most.”** Todd Spalletto, President, The North Face **“Creativity is not magic, it’s a skill. Get this book and learn the skill from the brothers who have taught it to more people—from nurses to bankers to teachers to computer scientists—than anyone else.”** Chip Heath, author of *Made to Stick*, *Switch*, and *Decisive* **“A cross between Steve Jobs’ commencement speech on creativity and a modern-day What Color is your Parachute?, the Kelley brothers offer simple but effective tools for the “I’m not creative” set—business leaders and professionals seeking the confidence to innovate.”** John Maeda, President & CEO, Rhode Island School of Design **“In hospitality as well as in all industries, creativity is the life blood of engaging employees and guests (customers) and it is the capacity that allows you to strengthen your brand with every interaction. This book can help you engage powerfully with employees and customers and keep your brand relevant through changing times.”** Mark Hoplamazian, President and CEO, Hyatt Hotels Corporation **“I have long marveled at the Kelley brothers’ ability to innovate in seemingly impenetrable fields (like health care). Now they’ve unfettered that power in all of us, sharing the tools and inspiring the confidence we need to find the very best solutions to complex problems we face at work—and in our personal lives.”** Gary L. Gottlieb, M.D., President and CEO, Partners HealthCare System **“David and Tom have written an incredibly insightful book that challenges us all have the courage to break out of our ruts, innovate, and create.”** Tim Koogler, former President & CEO, Yahoo **“Developing both the courage and confidence to create and the ability to cultivate original insight is of enormous practical importance, and this new book is the first place I send people to learn how it is done.”** Richard Miller, President, Olin College

“David and Tom Kelley show us how to effortlessly dance between the creativity of elementary school and the pragmatism of the business world.” • Joe Gebbia, Co-founder, Airbnb

TOM KELLEY is a partner at IDEO, and the author of the bestselling *The Art of Innovation* and *The Ten Faces of Innovation*. DAVID KELLEY is the founder of IDEO, one of the world's leading innovation and design firms, as well as the creator of the d.school at Stanford University.

After numerous recommendations, I have finally gotten a chance to read this excellent book. For any aspiring entrepreneurs, business people, or all people in general, this is a great book that helps you think differently. Tom & David Kelly guide you throughout the book and provide you excellent anecdotes that don't seem too far-fetched. This makes it highly relatable and gives a solid foundation for you to begin unlocking your creative potential. Lots of great takeaways from this book. You will find something that sticks because there is just so much information in this book! Great read and would definitely recommend it to anyone.

Anything the Kelley Bros. touch is filled with an energy that is contagious. *Creative Confidence* is my go-to reference for Team members who need to be reminded of just how creative they can be if they relax and unleash the energy within. Truly, this is a book for Leaders working with creative Teams. Don't get ready, GET STARTED with this book! Thanks Tom and David, you tell amazing stories that we can all relate to in this quest for Innovation and Human Centered Design.

Great book. Physically, the book is well binded and printed on quality material. The message of the book is great - follow your passion, DO rather than think or plan. This book helped me to understand the idea of failing fast and often, which I had thought was dumb. If you are failing forward you aren't failing at all - you are taking action and making progress with successful prototypes (prototypes that you can pick apart to make a better product). Good book, good message.

David Kelley, who co-wrote '*Creative Confidence*' with his brother Tom, had worked with, and was a close friend of the late Steve Jobs. In the book, we learn that, "Steve had a deep sense of creative confidence. He believed -- he knew -- that you can achieve audacious goals if you have the courage and perseverance to pursue them." The intention of the book is to dispel the notion that only some of us were born with creativity in our genes, when in fact, we all have the ability to be creative, despite

what we might have been told and taught over the years. We can all achieve "audacious goals," just like Steve did, or at least to believe in our own ability to change our world in some way. It's explained that we came into the world with creativity and fearlessness, but as time passes we encounter others who shake our confidence by saying we're not creative, including schools where we learn to think too constructively -- that there can only be one right answer. So, we unlearn creativity and lose our confidence, fearful of what others might think. Sir Ken Robinson's TED Talk, "Do Schools Kill Creativity" is mentioned as a must-see and as an example of how traditional education has, well, killed creativity. The book inspires us with examples of people who were overly analytical: accountants, scientists and lawyers who didn't have a bias toward action. Even companies that suffered from inertia; bogged down with data and decisions by committee. But by unleashing their creativity, they have learned to conjure up and consider a myriad of solutions to problems, no matter how absurd, and to learn by doing. There's also an emphasis on empathy and human-centered design. How important it is to observe customers and end-users when designing solutions and products instead of burying heads into spreadsheets and dreaming up things we think will work. The authors share the experiences of many students who've attended their d.school at Stanford University. It's a fast-paced, team-based learning environment where students, young and old, and from diverse backgrounds, are asked to find human-centered solutions. A popular project is figuring out how the experience of a daily train commute from San Francisco to Palo Alto can be improved for passengers, from waiting on the platform to disembarking at their destination. The book not only focuses on inspiring individuals to build their creative confidence, but also delves into the importance of working in teams and provides case studies where entire companies have embraced creative confidence to improve the experience of workers and customers. Written in a friendly conversational tone and filled with real human stories and experiences, 'Creative Confidence' was a pleasure to read, and having finished it, I've realized I've highlighted so many passages to read again.

Tom Kelley is a dam smart man. I had to purchase this textbook for a class.... Now typically textbooks and dreaded things that no one wants to Crack open unless they have to. But this book was actually good eno8gh TO READ WHEN I DIDNT HAVE TO!review Over!

This book is based on the premise that what most of us commonly consider to be "creativity" - that is, that creativity is about being "artistic" or something that we're either born with or we aren't - is a myth. The authors Tom and David Kelley don't state it this way but to me their subtly revolutionary

idea is that creativity now means "design". Practically, this means thinking like and acting like designers. For the Kelleys, this is their purpose in life; that is, to help others realize more of their creative potential by thinking and acting like designers. For me, this book is a good first step towards becoming such a design thinker. The book lays out a design thinking process and supports this process with examples and sample exercises. Clearly not a "one size fits all" model, the diversity of ideas and exercises broke up some of the reading flow for me. Yet, in the end, it's a valuable book that I'll want to revisit frequently in the near future because the Kelleys succeeded in nudging me - I want to think more like a designer because I believe that I can become more creative. And that's a good thing.

This is an amazing read for any type of creative person or group! Well written, with many ideas for finding new forms of creativity and allowing for creativity in jobs that traditionally aren't considered creative. Thought provoking and intriguing.

I took a course on design thinking at the University of Kentucky a couple years ago and it literally changed how I approach everything. This book is a great introduction to help introduce others to design thinking. Using design thinking and finding your "creative confidence" can literally help change the world. The tools in this book are for everyone and the authors make sure to let you know that design is for everyone, not just a select few. If you don't think you are creative or need a little boost, pick up this book and there's no doubt you'll be out designing things in no time!

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