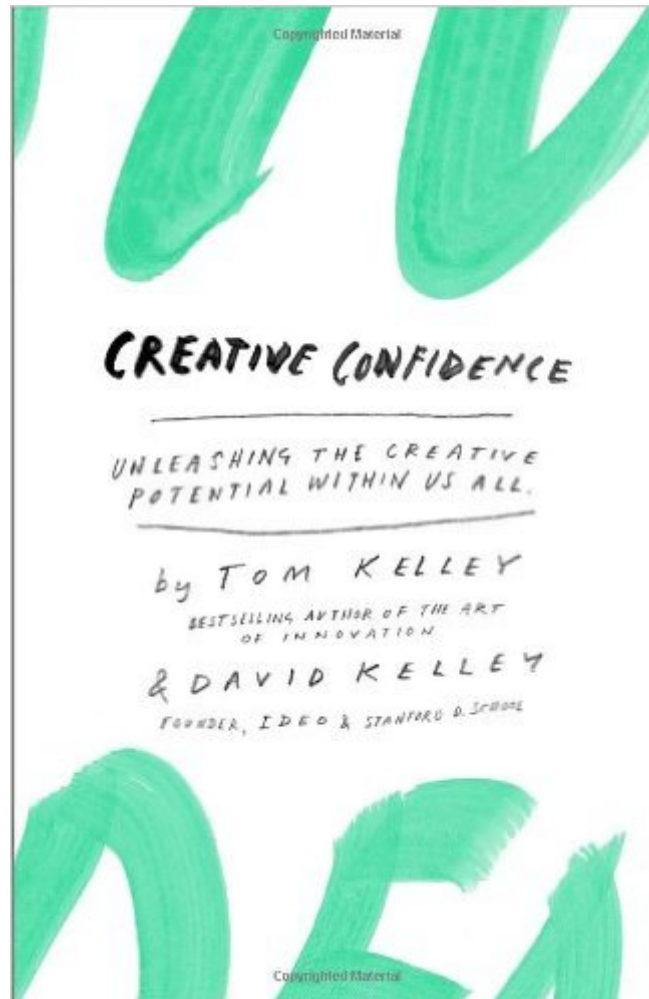


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# Creative Confidence: Unleashing The Creative Potential Within Us All



## 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

I have read Tom Kelley's books and am well aware of David Kelley's leadership of IDEO and the Hasso Plattner Institute of Design ("d.school") at Stanford University. Individually, each is among the most influential and highly regarded authorities on creative and innovative thinking. What we have in this volume is a unique and compelling collaboration on information, insights, and counsel that can help their reader to "unleash the creative potential within." They insist -- and I agree -- that literally anyone can live a more creative life, at work and elsewhere, in all situations in which they have problems to solve, questions to answer, goals to set, tasks to complete, and relationships to

nourish. The Kelleys challenge all manner of misconceptions, such as the common refrain "I'm just not creative." In fact, they suggest, "As brothers who have worked together for thirty years at the forefront of innovation, we have come to see this set of misconceptions as 'the creativity myth.' It is a myth that far too many people share. This book is about the opposite of that myth. It is about what we call 'creative confidence.' And at its foundation is the belief that we are [begin italics] all [end italics] creative...Creative confidence is a way of seeing that potential and your place in the world more clearly, unclouded by anxiety and doubt. We hope you'll join us on our quest to embrace creative confidence in our lives. Together, we can all make the world a better place." Incremental innovation may sometimes be the most effective way to improve one or more aspects of one's life as well as of a company.

Creative Confidence by Tom Kelly & David Kelly  
Score: 6.5/10  
Amount of Content 5/10  
Value of Content (Usefulness) 7/10  
Originality of Content 7/10  
Relevance of Content (To a Product Designer) 8/10  
Entertainment Level 6/10  
Length of Read 6/10  
Inspiration 7/10

I'm sitting at gate F10 at the Saint Paul Minneapolis International airport en route to the Los Angeles International Airport. I just finished reading Creative Confidence, by David and Tom Kelly while on my last flight and figured, I should write a book review. The industrial designers out there are likely familiar with David and Tom Kelly, who are known for starting the near-legendary design firm IDEO as well as the Stanford D.School. David and Tom Kelly are brothers as well as respected authorities and advocates of design and innovation. Creative Confidence is all about exposing the creative potential within all of us. It leaves behind conventional ideas like "only artists are creative" and "creativity isn't for corporate settings". This book first establishes why and how we all have creativity within and then explains what can happen when that creativity is harnessed and utilized. The authors then explain how to tap into our creativity and share exercises to train our creative muscles. This book is not written for or to designers, rather to anyone who is employed and wishes to solve meaningful problems with break-through discoveries as a result of creative confidence.

Amount of Content  
At 256 pages, this book is neither short nor long. It's a standard paperback book (roughly 8.5" tall and 5.5" wide).

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