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Lockwood and Papke suggest that design thinking is a source of innovative thinking, execution, and performance. The process is driven by curiosity and thrives within a workplace culture that has these ten attributes: 1. Attraction/appeal of design thinking to prospective participants 2. Emotional momentum of active participation 3.

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Tim Brown, CEO of IDEO, an innovation and design firm ranked among the ten most innovative companies in the world, debunks the myth that brilliant ideas, creativity, and innovation are the sole province of geniuses and specially gifted people, but are more often the result of disciplined thinking and careful observation, skills the rest of us ...

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