

The Little Book of IDEO

#CultureCode



**We wrote this to give you a sense
of IDEO's culture—the ties that bind
us together as coworkers and as
people. These are the values that
get us there.**



Be
Optimistic

**Believing that something is
possible will somehow make it so.**



Collaborate

**The most powerful asset
we have in our arsenal is the
word “we.”**



Embrace
Ambiguity

**Get comfortable with
uncomfortable-ness.**



Learn
From
Failure

**Ask for forgiveness,
not permission.**



Make Others
Successful

**Going out of your way to
help others succeed is the
secret sauce.**



Take
Ownership

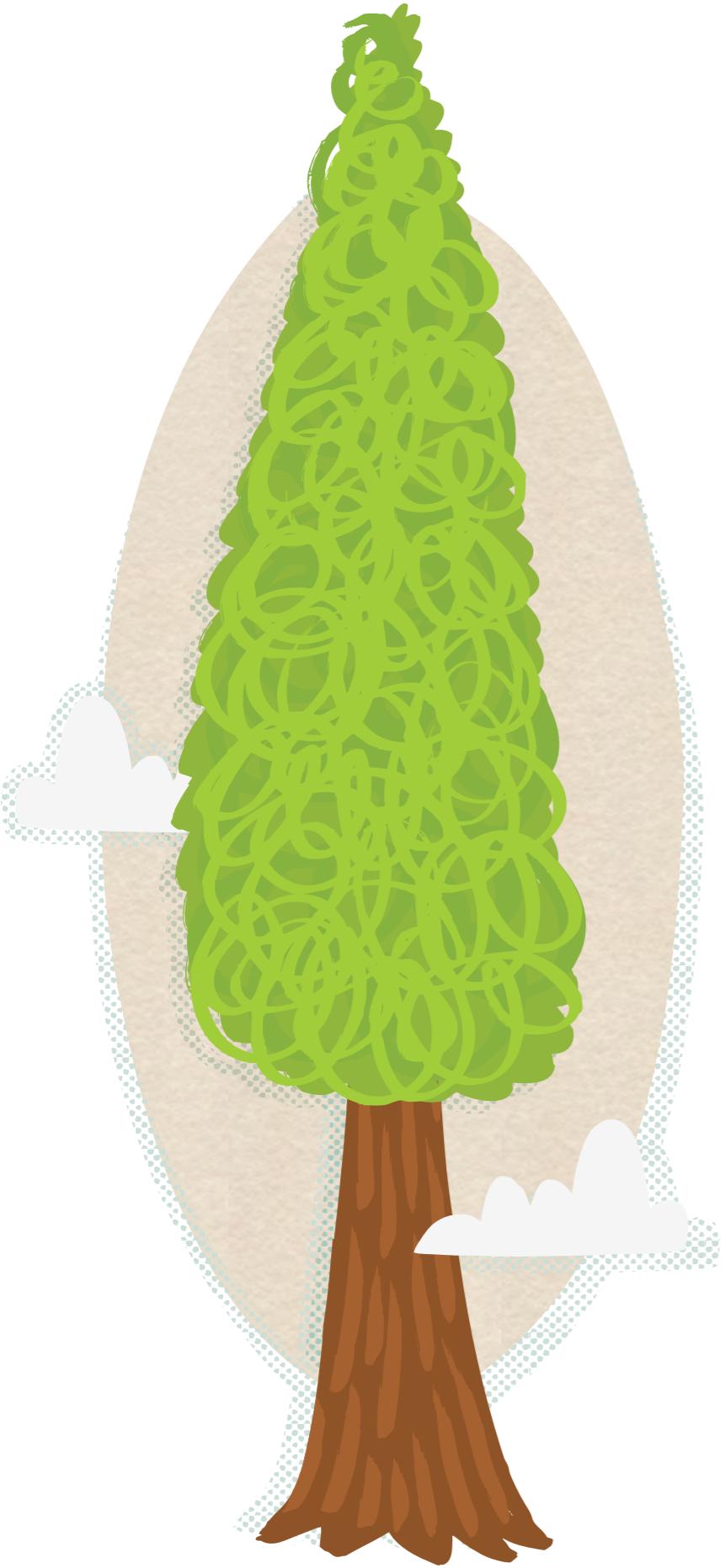
**The unwritten social contract here:
individual ownership supports collective
responsibility. Own that.**



Talk Less,
Do More

**Nothing is a bigger buzz-kill
than over-intellectualizing.
Design is about rolling up your
sleeves and making things.**





**Watch the Little Book of
IDEO video series here.**



IIDEO



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