


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

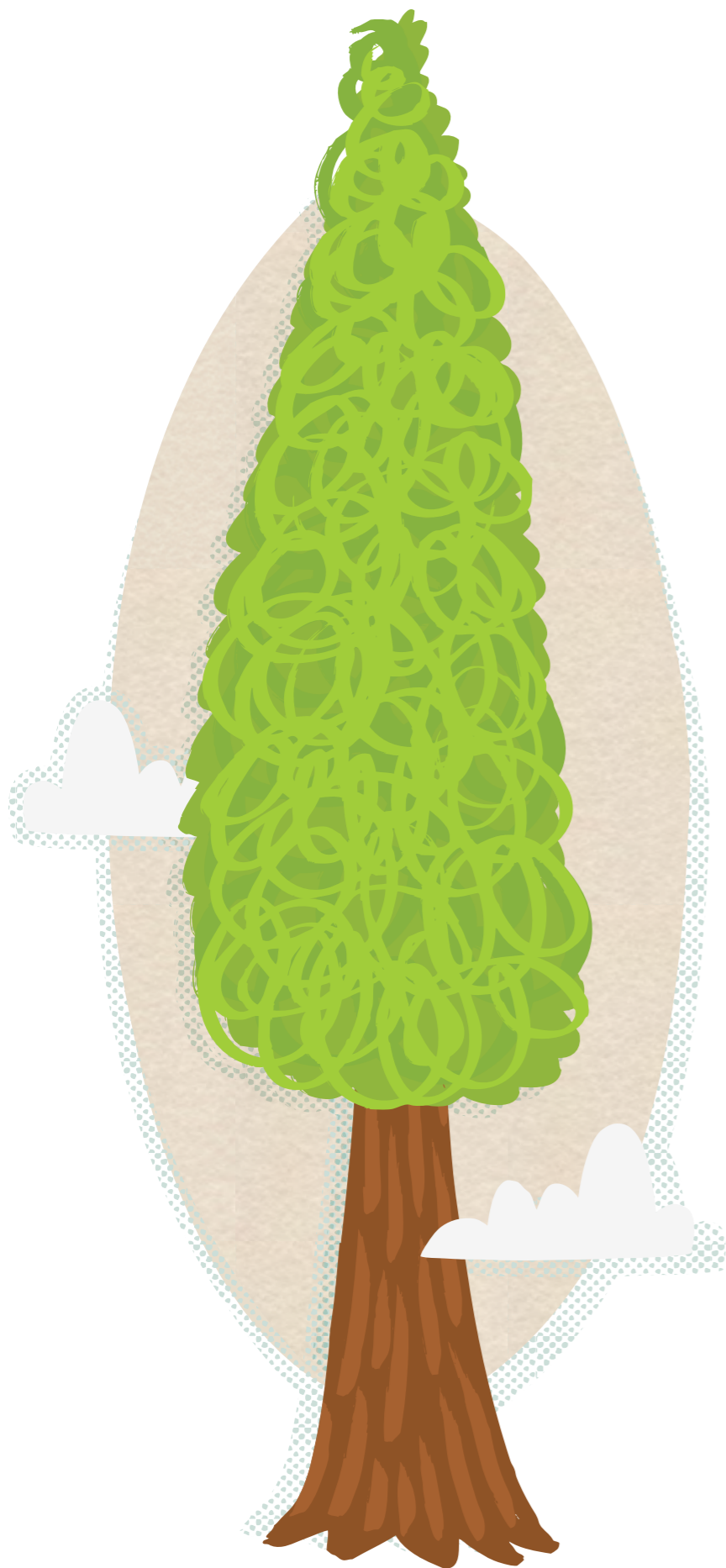
**The unwritten social contract here:
individual ownership supports collective
responsibility. Own that.**



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.**



IDEO



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