



Hot Teams

- First, they were totally dedicated to achieving the end result.
- Second, they faced down a slightly ridiculous deadline.
- Third, the group was irreverent and nonhierarchical.
- Fourth, the team was well rounded and respectful of its diversity.
- Fifth, they worked in an open, eclectic space optimal for flexibility, group work, and brainstorming.
- Finally, the group felt empowered to go get whatever else it needed.

Emphasis added.

Tom Kelly, 2001, GM of IDEO

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Only one MISSION

Small Wins (MVP)

Making decisions

Commun Decision