



Stanford eCorner

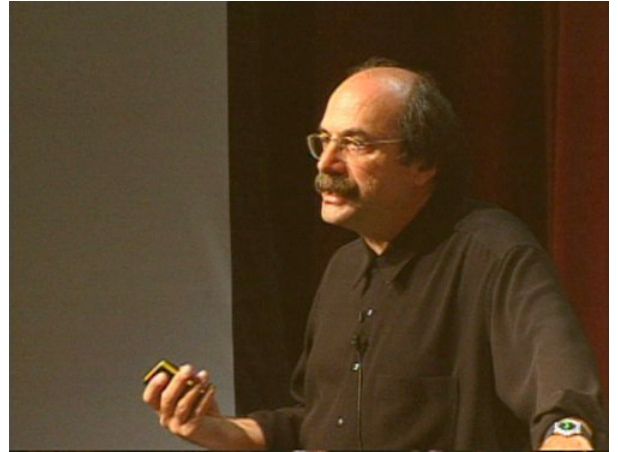
Growing IDEO: Maintaining Company and Cultural Values

David Kelley, *IDEO*

October 03, 2001

Video URL: <http://ecorner.stanford.edu/videos/694/Growing-IDEO-Maintaining-Company-and-Cultural-Values>

IDEO has incredible flexibility when it comes to allowing their staff to relocate to a destination of their choice. Thus, IDEO staff will gravitate to a place where they inherently feel affinity for the work culture are open to adapting and learning more about it.



Transcript