



INNOVATIONSTYLES
the success booster

Practical Applications of Innovation Styles

Innovation Styles® is a proven, practical approach to help optimize your innovativeness as an individual, group and organization.



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Applying the Innovation Styles

Innovation Styles is a task-oriented tool designed to boost your success – as an individual, team, and organization. The Innovation Styles model provides its greatest benefit when you integrate it into your own approaches for boosting revenue and growth, improving organizational effectiveness, or enhancing leadership.

When applying Innovation Styles to day-to-day issues, each style offers a different way to focus and unlock innovative thinking, through provocative questions that every person can relate to. Practical exercises also give new insights that illumine different aspects of each application process.

Applying the Innovation Styles

These are just a few ways that Innovation Styles can be applied to everyday tasks – just like innovation, the possibilities are limitless!

To boost revenues and growth:

- ✓ *Conduct strategic planning*
- ✓ *Create new business growth*
- ✓ *Develop new products and services*
- ✓ *Market to your customers' needs*
- ✓ *Sell proposals to customers*

To improve organizational effectiveness:

- ✓ *Maximize idea-generation*
- ✓ *Improve quality and productivity*
- ✓ *Implement organizational change*

To enhance leadership:

- ✓ *Build values-driven innovative teams*
- ✓ *Coach values-driven innovative teams*
- ✓ *Enhance talent development*

Conduct Strategic Planning

There are many approaches to strategic thinking: have a bold vision; build on what you know; change the rules; give your customers a choice. Each of these, by itself, represents only one kind of strategy. Using all four styles ensures that you generate a comprehensive, coherent, creative strategy that can be widely accepted.

Conduct Strategic Planning

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire strategic planning process.

When developing strategic alternatives, ask...

For Visioning...

How could we be ideally positioned within our industry?

For Modifying...

How could we build on our core competencies?



For Exploring...

How could we rewrite the rules of competition?

For Experimenting...

How could we synergize different technologies and partnerships?

Create New Business Growth

Creating new business growth usually means reaching a new set of customers, with a new value proposition, while employing a new business model. This can be disruptive not only to an industry, but to the company that is attempting to develop the new business. A conscious use of the four Innovation Styles helps to manage this disruptiveness to maximize the odds of succeeding with the new business.

Create New Business Growth

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire new business growth process.

When initiating new business growth, ask...

For Visioning...

How can we serve the ideal wishes of new customer segments?

For Modifying...

How can we make what is currently available simpler or less costly?



For Exploring...

How can we transform the core business model for this industry?

For Experimenting...

How can we initiate new kinds of partnerships and alliances?

Develop New Products and Services

Your industry climate can affect your strategy for developing new products and services. During an industry slump, your company might enhance its new product portfolios by using combinations of “off-the-shelf” technologies – an *Experimenting* approach. In better times, you might shift to product breakthroughs using a *Visioning* approach. With this awareness, you can emphasize the styles you need to excel under any conditions.

Develop New Products and Services

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire new product development process.

When developing new products, ask...

For Visioning...

What could be a bold and imaginative "product of the future"?

For Modifying...

What could improve or extend our current offerings?



For Exploring...

What could challenge the "formula for success" in our industry?

For Experimenting...

What set of features could provide the flexibility to meet different needs?

Market to Your Customer's Needs

Innovative new products or services create change for the customers who buy them. Earlier adopters of innovation typically evaluate what they purchase using *Exploring* and *Visioning*, while later adopters wait until the new and novel becomes more “tried and true” – they make choices based on *Experimenting* and *Modifying*. When you're communicating your value-proposition to potential customers, if you tailor your messages to their “language of innovation,” it's more likely they will listen to what you have to offer.

Market to Your Customer's Needs

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire marketing process.

When developing your marketing strategy, ask...

For Visioning...

How does this help fulfill our customers' long-term goals?

For Modifying...

How does this enhance what our customers already know and trust?



For Exploring...

How does this offer our customers a radically new alternative?

For Experimenting...

How does this provide a credible solution for different conditions?

Sell Proposals to Customers

When you're proposing a new product or service to a potential customer, remember: what you're selling will create change in their lives in some way, and each customer will approach that change according to their own mixture of Innovation Styles. For example, *Modifying* customers will want to buy what they know and trust, while *Exploring* customers will relate what you're selling to how revolutionary and leading edge it might be. When you speak your customers' "language of change," it's more likely they will buy what you are proposing.

Sell Proposals to Customers

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire selling process.

When developing a sales proposal, ask...

For Visioning...

What do you need to help you fulfill your vision for the future?

For Modifying...

What do you do now that you want to build on and improve?



For Exploring...

What intrigues you as “new frontier” you want to explore?

For Experimenting...

What combination of features would give you the greatest value?

Maximize Idea-Generation

Thinking of the four styles as a “compass,” generating ideas while coming from only one direction will result in only one-fourth of the potential range of ideas. And the “nature” of those ideas will be limited as well. Using all four Innovation Styles will produce a more *comprehensive* as well as *creative* set of options.

Maximize Idea-Generation

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire idea-generation process.

To generate a comprehensive set of ideas, ask...

For Visioning...

What could be an ideal, long-term solution?

For Modifying...

What can we do to refine and optimize what we've done?



For Exploring...

What could be radically new and different?

For Experimenting...

What can we combine to put together a unique solution?

Improve Quality and Productivity

The programs you launch to improve work processes can involve breakthrough change (Re-engineering) and incremental change (Total Quality, Kaizen). Re-engineering relies on *Exploring* and *Visioning* to revolutionize a work process. Total Quality and Kaizen rely on *Modifying* and *Experimenting* to refine and optimize work systems. You can employ all four styles to foster the right amount of change you want.

Improve Quality and Productivity

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire quality improvement process.

When improving work processes, ask...

For Visioning...

What could give us a "world class" process?

For Modifying...

What could simplify or augment our current work process?



For Exploring...

What could totally re-engineer our work processes?

For Experimenting...

What processes could we combine, integrate and synergize?

Implement Organizational Change

Changes in organizational culture and structure involve a cycle of breakthrough and incremental change. If an organizational change process is directed only by a “new vision of the future” (Visioning), people who best deal with change by Modifying or Experimenting may be disenfranchised. If the process is directed only by “improving current efficiency” (Modifying), it may not inspire the involvement of people who prefer Exploring and Visioning. For full participation in organizational change, use all four Innovation Styles.

Implement Organizational Change

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the entire organizational change process.

When undertaking organizational change, ask...

For Visioning...

What could make us the "organization of choice" to work for?

For Modifying...

What could improve on the way we currently do things?



For Exploring...

What could "unfreeze" the organization to see what emerges?

For Experimenting...

What could give us the best synergy among our units and capabilities?

Build Values-Driven Innovative Teams

When people come together in teams to meet day-to-day challenges, they must establish strong relationships, along with the commitment to being innovative. Values-driven teams tap into their greatest source of energy and inspiration, align their commitment to achieving their goals, and bring out the innovative best in each other. Each style has a particular way of working within a team environment – by developing awareness and versatility with all four styles, you can maximize relationship synergy while optimizing innovative results.

Build Values-Driven Innovative Teams

The Innovation Styles model provides specific questions and techniques that teams can use to unlock innovative thinking throughout their work processes.

To align and attune your teamwork, ask...

For Visioning...

How can we work together as a “world class” innovative team?

For Modifying...

What work methods from other teams can we adopt and optimize?



For Exploring...

What would be a revolutionary way to organize ourselves as a team?

For Experimenting...

What work practices can we combine, drawing from different sources?

Coach Values-Driven Innovative Teams

The coaching process is intended to assist team members to optimize their innovative potential in applying their talents, expressing their values, achieving their goals, and working synergistically with each other. Each Innovation Style represents a different way to define challenges, tap into inner motivation, pose questions to stimulate innovative thinking, and participate in implementation. A team leader or coach can use these insights and practical guidance to bring out the personal innovative excellence of each person and the team as a whole.

Coach Values-Driven Innovative Teams

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout a team's work process.

When coaching teams to be innovative, ask...

For Visioning...

What could tap into the highest ideals and motivations of this team?

For Modifying...

What could leverage the skills and expertise of each team member?



For Exploring...

What could revolutionize the level of innovative output of this team?

For Experimenting...

What could provide opportunities for both learning and achievement?

Enhance Talent Development

When people plan their careers, they are actually “innovating” with their professional lives, setting an all-important course for their future. Each style gives them a different perspective to consider. When establishing a system of talent and leader development within an organization, and coaching others on their careers, consider the impact of each of the Innovation Styles.

Enhance Talent Development

The Innovation Styles model provides specific questions and techniques that you can use to unlock innovative thinking throughout the talent development process.

When engaging in talent development, ask...

For Visioning...

What would you ideally want to be doing 10 years from now?

For Modifying...

How can you build on the interests and experiences you've had thus far?



For Exploring...

What would be totally new that you've never considered before?

For Experimenting...

How can you combine the best parts of all the jobs you've had before?

Contact Us

To learn more about how you can put the Innovation Styles to work for your organization, or to take a complimentary assessment, please contact us:

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