

## FAQ's for Practitioners



**Pricing, Benefits,  
and Payments**

**Feedback and  
Coaching Materials**

**Workshop and  
Presentation Materials**

**Practitioner Community**

**Administration System**

## *1. What is a Practitioner?*

A Practitioner is a professional who uses the Innovation Styles system with multiple teams, groups or organizations. Some Practitioners are internal to a single organization (Enterprise Edition), while others are external consultants, trainers, or facilitators (Partner Edition).

## *2. What is the price of the Innovation Styles Profile (ISP) – and what does that include?*

The standard price for an individual who takes the on-line ISP self-assessment is \$75. Discounts are available depending on the quantity you order at any one time; please contact us for a price list. When you purchase ISPs, the cost includes access to all of the following (explained in more detail in the following FAQ sections):

1. The well-validated “Innovation Styles” on-line self-assessment and learning tools with immediate individual graphs and feedback, as well as team graphs
2. Personalized feedback booklets for individuals and teams
3. Customizable materials for conducting coaching sessions with individuals and teams
4. PowerPoint slides and handouts for “plug and play” workshop experiences that can be customized to your clients’ needs
5. PowerPoint slide presentations to assist in understanding, sharing and positioning the Innovation Styles system with clients
6. On-line administration system to manage an unlimited amount of client individuals, teams, groups and organizations
7. Fully customized on-line system using your company logo
8. Access to community Blogs and Forums to share and learn from other Practitioners
9. Booklet with practical idea-generation tools and techniques, and how they relate to each Innovation Style
10. A wealth of background materials and brochures to help you get started

## *3. How do I pay for my Innovation Styles Profile orders?*

Our policy is to receive payment by credit card at the time the order is placed, unless you have been pre-approved to receive an invoice.

#### *4. What kinds of feedback materials are available?*

You can access feedback materials on-line and via e-mail, as well as download in Adobe-Acrobat PDF-file format. The on-line feedback materials, designed for on-screen viewing or sending to participants via e-mail, consist of:

- Personalized individual graphs with an “At a Glance” feedback summary for each of the 9 basic Individual Profiles
- Personalized Team graphs

The Adobe-Acrobat PDF downloadable materials consist of:

- 28-page booklet for “Understanding and Applying Innovation Styles”
- 9 “Individual Advisor” booklets, for each of the 9 possible Individual Profiles
- 10 “Team Advisor” booklets, for each of the 10 possible Team Profiles

Note: Each “Advisor” contains a discussion of strengths, potential pitfalls, and advice for developing greater versatility and skill in applying the Innovation Styles.

#### *5. What kinds of coaching materials are available to assist me with my clients?*

In addition to providing feedback to individuals and teams, you may want to conduct more focused coaching sessions utilizing the feedback. To guide such coaching sessions, we offer Microsoft PowerPoint slide decks for each of the 9 Individual Profiles and each of the 10 Team Profiles. These materials can be used for telephone coaching as well as face-to-face sessions.

#### *6. What kinds of workshop materials are available to assist me with my clients?*

While you may already have your own approach to incorporating Innovation Styles into your client-work, we also offer “plug-and-play” workshop experiences for introducing and applying the Innovation Styles to specific applications, such as:

- Marketing
- New Product Development
- Team Building
- Strategic Thinking

- Quality and Productivity Improvement
- Organizational Change

In addition, there is a workshop designed for the general topic of Idea-Generation, which can be utilized in many applications.

You can use these workshop experiences in a variety of venues, such as off-site retreats, conferences, and training sessions. For each workshop experience, we provide Microsoft PowerPoint presentation slides and handout worksheets that you can customize with your own company logo. Included in each set of materials are multiple options for choosing exercises that fit your specific needs. The typical 2½ -to-3 hour agenda for these workshop experiences is:

- Introduction and warm-up exercise
- Understanding the four Innovation Styles
- Exercises for applying Innovation Styles to specific challenges
- Summarizing key insights and follow-up actions

## *7. What kinds of materials are available to assist me in understanding, sharing and positioning the Innovation Styles system with my internal or external clients ?*

We offer a comprehensive set of materials to help you develop your understanding of the Innovation Styles, and for you to use as presentation materials with your clients and customers.

The available Microsoft PowerPoint slide presentations include:

- Boosting Innovation
- Overview of the Four Innovation Styles
- Practical Application of the Innovation Styles
- History of Innovation Styles
- Innovation Styles in the Competitive Marketplace

Information materials that are available in Adobe-Acrobat PDF format include:

- 2-page Brochure about Innovation Styles
- 2-page Brochure about Applying the Innovation Styles to Business Applications
- 2-page Chart with the Innovation Styles model and idea-generation exercises
- A Portfolio Sample of the Innovation Styles System
- 28-page booklet for “Understanding and Applying Innovation Styles”
- Values-Driven Team Innovation Model Overview
- Relationship of Innovation Styles to Innovation Process/Role Models

## *8. Where can I see and access these materials?*

If you have not yet signed on as a Practitioner, you can review a sampling of these materials using the “Resources – Download” link on our website ([www.InnovationStyles.com](http://www.InnovationStyles.com)). Once you have signed on as a Practitioner with your first purchase of ISPs, you will receive a personalized user-id and password to access the full catalog of materials using the “Practitioner – Download” link on our website.

## *9. Do I need to be “certified” to use the Innovation Styles system?*

We do not require certification for Practitioners. The materials we provide, plus your own professional competence, enable you to use the Innovation Styles right from the start. However, for those who wish to learn about the Innovation Styles model, tools, and systems in more depth, we offer a full Certification program. Please contact us for details.

## *10. What kind of “community” of Practitioners is there so I can learn and share with others?*

We are currently developing a community of Practitioners whose work incorporates the Innovation Styles. The additional purpose of the community is to join together as equals to create new knowledge and advance the art and science of values-based innovation.

Practitioners can be either internal to a single organization or external consultants/trainers/facilitators. Within this community, you can connect with others to share experiences and materials that you and they have successfully used with their clients. We also conduct Practitioner conferences so that members of the Practitioner community can come together and share insights, stories, practices, and techniques with each other.

### ***11. What is the best approach to integrating the Innovation Styles system into my organization or consulting/training/facilitation practice?***

The Innovation Styles system has its greatest power when it is coupled with a specific, meaningful application, such as marketing, new product development, organizational change, team building, leadership development, curriculum development, and so on. In particular, the application workshops (#6 above) give you a way to succeed from the start in building Innovation Styles into your work with specific client needs.

### ***12. What kind of other on-going support can I get to help me conduct a group session, workshop or coaching (to explain Innovation Styles and to deliver the ISP feedback/coaching)?***

Our materials are designed to be as “turn-key” as possible, so that you can customize the workshop experiences and use the feedback/coaching materials on your own. However, if you would like additional assistance in designing an intervention or training using the Innovation Styles model and system, we can provide you with on-going coaching by telephone or on-site consulting. The cost for this assistance varies depending on your needs; please contact us to discuss your situation.

### ***13. What kind of administration system is there to help me manage my teams, organization or client(s) in taking the ISP?***

We offer a comprehensive yet easy-to-learn on-line administration system you can use to manage and administer all of the individuals, teams, and groups you might work with from one or more organizations. Special features of this administration system include:

- You can send out email invitations to each person who will be taking the ISP
- You can track who has taken the ISP and who needs to be reminded
- You can control whether people see results on-line or only at a group session
- You can “roll up” the results for multiple groups and see the aggregate results
- You can shift people from one group to another and obtain a new group profile

You can “test drive” this administrative system at:

<https://innovationstyles.com/is2006facdemo/isadmin/facdemosignin.aspx>

#### *14. What training and administrative support can I get to use this administrative system?*

The administration system is easy to learn and use. We will do the administrative set-up and manage your first client group, then we will train you to use the system yourself. There is an on-line training with self-paced materials, which will help you to quickly get up to speed and take full advantage of the Innovation Styles system. And we are available for telephone coaching and on-line support as you might need it during the learning process.

When you are ready to work with your first client group, just set up a call with our administrative team ([inform@InnovationStyles.com](mailto:inform@InnovationStyles.com)) and we'll get you started.

#### *15. Can I have ISI do all of the administration for me?*

While we prefer that you administer the system yourself – for your ease and convenience more than anything else – we also can do the administration for you. The cost for this assistance varies from case-to-case; please contact us to discuss your situation.

#### *16. How secure and accessible is the IS web-based system?*

The Innovation Styles on-line system offers a high level end-to-end data security. It is also globally accessible for anyone-anytime-anywhere availability. E-mail addresses will never be used for marketing without explicit permission and will never be given to others.

#### *17. Do you offer Innovation Styles in languages other than English?*

The Innovation Styles system has the ability to support various languages and to adapt the self-assessment experience to an international workforce. Currently the ISP self-assessment and on-line feedback is available in English and Spanish. If you need a language other than these for a large client, let us know and we can work together to make it available.

## 18. What about...?

If you have any questions that we have not answered, please feel free to contact us at [inform@InnovationStyles.com](mailto:inform@InnovationStyles.com).



**TAKE 1 STEP WITH US...**

<p><i>The well-validated "Innovation Styles" online self-assessment and learning tools with immediate individual and team feedback</i></p> <p><b>1</b></p>	<p><b>2</b></p> <p><i>Personalized feedback booklets for individuals and teams</i></p>	<p><i>PowerPoint slides and handouts for "plug and play" workshops that can be customized to suit your specific needs</i></p> <p><b>3</b></p>
<p><i>Access to community blogs and forums to share and learn from other Practitioners</i></p> <p><b>10</b></p>	<p><b>WE'LL TAKE</b></p>  <p><b>WITH YOU!</b></p>	<p><b>4</b></p> <p><i>Booklet with practical idea-generation tools and techniques and how they relate to each Innovation Style</i></p> <p><b>5</b></p>
<p><i>Fully customized on-line system and materials using your company logo</i></p> <p><b>9</b></p>	<p><i>PowerPoint slide presentations to help explain and apply the Innovation Styles system with workgroups or clients</i></p> <p><b>7</b></p>	<p><b>6</b></p> <p><i>A wealth of background materials and brochures to help you get started</i></p>
<p><b>8</b></p> <p><i>On-line administration system to manage an unlimited amount of individuals, teams, and organizations</i></p>		

**All of this is included for organizations and consultants/trainers when using the Innovation Styles® Profile on-line. Let's innovate a new world together!**