



Our Manifesto - Let's innovate a new world!

Our Name and "Big Picture" Purpose

Our name is simple: Innovation Styles. You can think of us as the Myers-Briggs / MBTI of Innovation.

We want to support each human being to reach their highest potential. For us, drawing forth that potential takes a triple emphasis: strong values, plus learning, plus creating and innovating. While our name and work focuses on innovation, we know that the bigger picture lies in this threefold formula.

To us, not only is each person a living, breathing being, but each organization is also a living organism – with a breathing rhythm of inhaling and exhaling where, metaphorically speaking, “learning” is the inhaling, and “innovating” is the exhaling. And each organization has the capacity to be extraordinarily innovative as well.

But where do values fit in? As the saying goes, we must breathe to live, but we don't live to breathe; our lives have a higher purpose than mere survival. Values help each of us to define that higher purpose, individually and collectively, which gives meaning to why we learn and innovate.

We ourselves are greatly enthused about anything that prompts self-awareness plus practical skills to enhance how we come together to serve people. We know there are millions of others who feel the same way who will join us in this journey. They are courageous enough to want to change the world, and committed enough to stick to it through the ups and downs.

Thus, the “bigger picture” that inspires us is to see this triple formula come alive in the workplace to help transform the quality of life throughout the globe. To us, that quality of life begins with inner awareness and integrity, so that we know our purpose and values in life, follow our inner compass, engage in continuous learning, create and innovate to our highest potential, live in harmony of thought-word-deed, and serve others.

On our part, through the lens of workplace innovation, we will do everything we can to help awaken the creative power that is inherent in all human beings. Ultimately, as we team up with more and more people, together we can do our part to change the world of work and innovate a new world.

Our Mission, Vision, and Values

Our *mission* as a business is to evoke the power of people's inherent values and creativity to make meaningful contributions in the world.

Our *vision* is to be the resource-of-choice for those who wish to boost values-based innovation and change at work. To achieve this, we will:

- Provide self-guided assessments, feedback, coaching, and workshop materials that promote self-reflective learning and applied, practical skills
- Build a collaborative community of IS Practitioners who are creating new knowledge that advances the art and practice of innovation
- Offer services to augment the IS Practitioner's own capabilities as needed
- Assist organizations to generate and achieve "shared prosperity" for all stakeholders

The *values* we strive to live and work by include:

- Community
- Generosity
- Thoughtfulness and attention to detail
- Ease and fun
- Strength of diversity
- Meaning
- Flow and emergence
- Being remarkable
- Practical impact

We are proactive – we shape and share practices in the marketplace. We love to “rise to the occasion” to create new knowledge and make a positive difference. We have a “can do” spirit and build trust by following our conscience and striving to act with unity of thought, word, and deed. We are creative – in our business model and our technology platform, as well as in how we build relationships and develop/provide our materials and services. We are flexible and productive.

Our Community

We're passionate about inspiring and empowering people to bring their dreams to life, learning and growing, and getting paid to do what they love. (And having fun in the process!) So we're committed to building a profound, global community of *Innovation Styles Practitioners* who want to draw from and contribute to others as well as create new knowledge in the field of innovation. Together with the hundreds of download resources we provide to practitioners, we're seeding and fostering a vibrant community where everyone can prosper.

Our Practitioner community is as diverse as innovation itself: Business Leaders; Visionaries; Executive Coaches; Chief Learning Officers; Professional Consultants, Facilitators, and Trainers; Conscious Entrepreneurs; Leadership Program Owners; and others; people of many ages, nationalities, and backgrounds. Some already making differences globally, others working to make a difference locally, starting with themselves.

Our Practical Approach

Our approach involves helping our clients to recognize their innate ability and style of innovation – and linking that with an awareness of the power of values to inspire meaningful innovation and change. The journey starts with a 10-minute self-assessment survey that is infused with decades of experience and well-validated questions. It continues with self-guided feedback and coaching materials for individuals, teams, and organizations – in addition to practical workshop and learning experiences.

We know that the true value of any self-assessment process is in the quality of conversation that is prompted by the feedback, so we've focused on stimulating the most constructive dialogue possible – discussions that lead to meaningful insights and practical actions.

We also know that “just in case” learning usually becomes lost and forgotten. So we focus on providing “just in time” feedback-and-coaching materials and services – those that are immediately useful in the practical, day-to-day world of work. That means we strive to “integrate” Innovation Styles with the actual work being done by the people in organizations.

With our materials, we don't just “throw them over the wall and wish people good luck implementing them” with their teams, groups, and clients. We provide “plug-and-play” workshop designs, presentation slides and coaching and feedback materials so that practitioners can be successful with the Innovation Styles system from the very first time they use it. Plus, a growing community of practitioners who share their successes, experiences and materials provides a wealth of wisdom and inspiration for everyone to share in.

Want to change the world? Then let's innovate together!

William C. Miller



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