



A SPECIAL FEATURE OF THE INNOVATION STYLES SYSTEM is its applicability in multi-national settings and in multi-cultural, "intact" work teams. When you have a need to use the Innovation Styles system as a global-reach innovation program in multiple countries and cultures, you can be assured that the basic self-assessment system, scores and feedback reports can be translated accurately, will be easy to use, and will be well-received.

THE ONLINE SELF-ASSESSMENT SYSTEM is the initial starting point for taking the Innovation Styles self-assessment and receiving personalized scores, graphs and feedback. All of the online screens and reports can be customized with your company logo and can be easily operated in any language that you choose, even those who do not use the Roman letter alphabet. Throughout the online self-assessment system, the use of language is "localizable" using the database-driven word-strings.

GROUPS CAN SELECT THE LANGUAGE they want to use from among the available translations—yet individual users can set their own language option no matter what the group sets. For example, if a group sets Spanish as their language, but an individual wants to use Portuguese, he or she can select that option independently, and even receive the database-driven reports in that same personalized language.

A LARGE SELECTION OF RESOURCE, WORKSHOP AND COACHING MATERIALS can also be translated depending on your requirements. When you choose to set up the Innovation Styles system in a language other than English, we will work with you to select the materials that would be best for you.

THE ADMINISTRATION SYSTEM used to manage your groups and organizations operates in US English using a language dependent protocol.

Since 1988, Innovation Styles has been applied cross-culturally in multi-national companies throughout the world:

Shell Oil (Canada)
Motorola (China)
Marion-Merrill Dow (France)
ACC Cement (India)
Fleishman Hillard (Ireland)
Levi Straus (Japan)
Starwood Hotels (Mexico)
Philips (Netherlands)
Overseas Bank (Singapore)
Sophia Management Institute (Bulgaria)
Hewlett Packard (Spain)
Eli Lilly (U.K.)
ATT, IBM, Kraft, P&G, DuPont, and Schwab (USA)

WHAT CAN BE TRANSLATED?

ONLINE SCREENS AND REPORTS that use the database-driven word-strings are the first priority for translation. This includes:

- Log-in screen
- Introduction to the self-assessment
- Self-assessment questions (1 question per screen)
- Home-page menu and links
- Individual scores and graph
- Individual "At-a-Glance" feedback
- Team chart

INDIVIDUAL ADVISOR AND TEAM ADVISOR BOOKLETS are available within the Innovation Styles self-assessment system. These personalized booklets provide more in-depth feedback, coaching and advice. They are also a top priority for translation, in order to coordinate the online self-assessment experience with this more in-depth feedback.

ONLINE LEARNING TOOLS AND DOWNLOADABLE BOOKLETS are also available in English within the Innovation Styles self-assessment system and can be translated if you choose. With the online learning tools, your users can remain within your logo-customized system to view online explanations, examples and applications of each Innovation Style. They can also download a 28-page booklet for *Understanding and Applying Innovation Styles* and a 30-page booklet of *Idea-Generation Techniques* as they relate to each style.

ON THE INNOVATION STYLES WEBSITE we are continuously adding Practitioner materials that can be used in a wide variety of venues. For example, "plug and play" workshops customized to specific applications, coaching materials customized to each profile, PowerPoint presentations, and information booklets. Depending on your needs, these materials can also be translated and used by your local culture.

For more information, please contact:

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Each of the following statements is followed by two choices. Please select the degree to which one choice takes precedence over the other. As you consider each one, keep this central question in mind: "How do I handle challenges best at work?"

Continue

What's Your Innovation Style? DeSai Learning
DeSAI Custom Knowledge Solutions

I learn best by:

having new experiences with no preplanned goals

having clear goals and expectations of what I'll learn

What's Your Innovation Style? FLEISHMAN HILLARD INTERNATIONAL COMMUNICATIONS

Innovation Styles®
Debra Miller

Visioning-Exploring

Those who have Visioning/Exploring profiles like to imagine an ideal future and set long-term goals as their guide - they envision and idealize. They trust their instincts, like to make far-reaching decisions, and seek solutions that maximize future potential. They also like to question assumptions and set things on hold without a specific process - they challenge and discover. They thrive on the unknown and unpredictable, often using metaphors to gain a new perspective on a challenge.

... sense of purpose and goals to approach this challenge? options and see where we end up."

Innovation Styles®
Debra Miller

Your Raw Scores
Visioning: 44
Exploring: 46
Experimenting: 26
Modifying: 24

enthusiasm, unique
-term solution?
is we challenge?
is serenity?
rational wisdom upside down?
icles, not opportunities
improving what is already in place
"or "You're not focused enough"
and momentum
periences without pre-planned goals

implementation details
and opinions too often
"a trap before they look"
is/ ideas that seem "too trivial" or "too conventional"
ile and manage resistance to change so that they don't
is unglamorous situations
room-matching with unique solutions
shared treatment at some, possibly convenient

Introduction Overview Learning Experimenting Mentoring Applications Introduction
Overview/learn Strategic Planning New Product Development Financial & Sales Planning Your Career

There are many possible approaches to strategy development: "win for a bold winner," "build on what you know," "change the rules," "game your customer's choice." Each of these, by itself, tends to employ just one Innovation Style, using only one or few approaches can leave out other important considerations.

Developing strategic alternatives, ask...

For Visioning:
How could we be ideally positioned within our industry?

For Exploring:
How could we rewrite the rules of competition?

For Experimenting:
How could we synergize different markets, technologies and partnerships?

Close

UNDERSTANDING AND APPLYING INNOVATION STYLES®
For Insight, Versatility and Impact

The Innovation Styles Model
The Four Innovation Styles
Practical Applications
Enhancing the Innovation Process
Optimizing Group Innovation
Developing an Innovative Organization
The History of Innovation Styles

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