



INNOVATIONSTYLES

the success booster

HAVE YOU EVER BEEN A PART OF ...

- ! Marketing an innovative idea or product that was not well received?
- ! Rolling out a strategy that didn't get full buy-in and participation?
- ! Attempting to improve productivity but failing to focus on here-and-now practical solutions?
- ! Putting together a team that didn't have the right mix of people to produce the innovation you wanted?

EVERY PERSON IN YOUR ORGANIZATION has the potential for being innovative. Bringing out that potential and focusing it on what really matters — with integrity — is the challenge we all face in these turbulent times.

OUR 20+ YEARS OF RESEARCH and experience in the field of innovation and change has shown that people approach innovation and change with a mixture of four distinct thinking strategies: *Visioning*, *Modifying*, *Exploring*, and *Experimenting*. To nurture a healthy workplace environment for innovation, each approach must be recognized, valued, and put to its best use, while practicing flexibility among all of the approaches.

THE INNOVATION STYLES® PROFILE is a unique, well-validated assessment to assist you to successfully identify strengths, and potential pitfalls, in your ability to optimize innovation where you work. It comes complete with personalized feedback and coaching for individuals and teams to enhance your innovativeness and develop the versatility you need to bring out the innovative best in others.

THE INNOVATION STYLES® SYSTEM is a comprehensive, globally-accessible, web-based system developed with leading-edge technology. Backed by continuous product development — it is the premier on-line application tool to boost innovation throughout your organization.

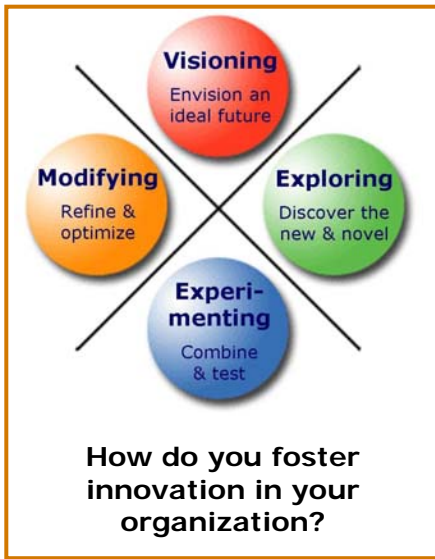
PROVEN AND PRACTICAL, Innovation Styles boosts any process aimed at increasing innovation, in applications such as:

- ✓ Marketing and sales
- ✓ Strategic thinking
- ✓ New products and services
- ✓ Talent development
- ✓ Productivity improvement
- ✓ Organization change



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

Shell Oil (Canada)
Motorola (China)
Eli Lilly (England)
Marion-Merrill Dow (France)
ACC Cement (India)
Starwood Hotels (Mexico)
Philips (Netherlands)
Overseas Bank (Singapore)
Hewlett Packard (Spain)
ATT, IBM, Kraft, P&G,
DuPont, and Schwab (USA)



A UNIQUE SYSTEM. The Innovation Styles System provides custom features for individuals, teams, organizations, consultants, and trade show exhibitors:

1. **Complete web-based services**, from taking the survey to administering multiple groups
2. **Logo-customized website and materials**
3. **In-depth, tailored feedback** for individual use or seminars
4. **Team Advisor** – feedback and coaching to take a team to the next level of innovativeness
5. **“Plug and Play” Workshops** that enhance each stage of any application or process
6. **No certification required**, though a full Certification training and ongoing support are available

OTHER KEY FEATURES

- ✓ **Developed and validated by a values-driven innovation expert** — based on 20 years of research by William C. Miller, former head of Innovation Management at SRI International, and author of *Flash of Brilliance*
- ✓ **Sophisticated technology platform** — fully-automated, internet-based assessment and administration software system
- ✓ **Easy implementation** — facilitates effective, enterprise-wide deployment to address specific innovation issues with different employee groups
- ✓ **Simple and flexible administration** — comprehensive reporting options allow administrators to monitor progress and access informative reports
- ✓ **Community of users and practitioners** — people freely sharing their applications and experiences to build an on-going knowledge base
- ✓ **Multi-language support** — ability to support various languages and adapt the assessment experience to an international workforce
- ✓ **Globally accessible system** — anyone, anywhere, anytime availability
- ✓ **Secured web-based tool** — ensures end-to-end data security
- ✓ **60+ years of experience in corporate innovation, creativity, and large-scale change** — William Miller, with innovation assessment and consulting experience; Alain Rostain, with creativity consulting and software development experience; Jatin DeSai, with strategic planning, business development, and large-scale change consulting.

I learn best by:

having new experiences with no pre-planned goals → having clear goals and expectations of what I'll learn

What's Your Innovation Style? **FLEISHMAN HILLARD**

Innovation Styles Profile®
Andrew Curtiss

Visioning: 38
Modifying: 31
Exploring: 39

Innovation Styles®
John Doe

Your Profile: Visioning-Exploring

At a Glance

Those who have Visioning/Exploring profiles like to imagine an ideal future and set long-term goals to be their guide — they envision and decide. They trust their instincts, like to make far-reaching decisions, and seek solutions that maximize future potential. They also like to question assumptions and let things unfold 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.

First impulse when approaching a challenge:

- Let's develop a clear sense of purpose and goals to approach this challenge
- Let's challenge assumptions and see where we end up.

Likes ideas that are:

- Bold, imaginative, adventurous, unique

Likes to generate these ideas by asking:

- What is the ideal, long-term solution?
- What assumptions drive change?
- What if we started from scratch?
- How can we turn conventional wisdom upside down?

Frustrated when others:

- Want to focus on obstacles, not opportunities
- Only want to focus on improving what is already in place
- Say, "You're dreaming" or "You're not focused enough"

Contributes:

- Direction, inspiration and momentum
- An openness to new experiences without pre-planned goals
- Independent thinking
- A sense of adventure

Potential Pitfalls:

- Decoming bored with implementation details
- Changing perspectives and opinions too often
- Taking risks when they "step before they lead"
- Consenting over or others' ideas that seem "too small" or "too conventional"

Give this Profile:

- Permission to appreciate and manage resistance to change so that they don't leave others behind
- Flexibility to respond to unplanned situations
- Room for relative decision-making with unique solutions

For more information, please contact:

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