

EACH BUSINESS AND EACH JOB HAS ITS UNIQUE CHALLENGES.

Something new or better needs to be done, which may require a much-needed breakthrough change or an incremental improvement. But how do you address these day-to-day challenges — especially with people who do not think or innovate in the same way? How do you inspire the creativity and values needed to turn good ideas into great results?

INNOVATION STYLES IS A PROVEN, VALUES-DRIVEN BOOSTER that can be put to practical use in a wide variety of specific applications, such as:

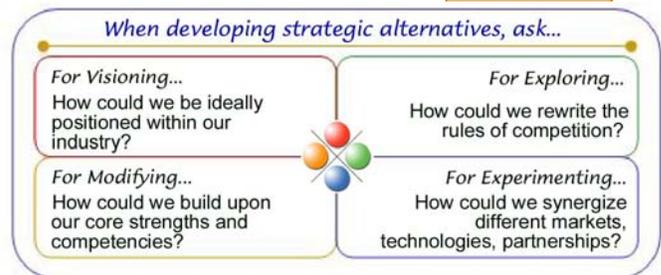
- ✓ Marketing and sales
- ✓ New products and services
- ✓ Strategic thinking
- ✓ Organization change
- ✓ Idea-generation
- ✓ Values-driven team development
- ✓ Leading team innovation
- ✓ Coaching team innovation
- ✓ Sponsoring a culture for innovation
- ✓ Quality/productivity improvement

FOR EACH APPLICATION, KEY QUESTIONS FOCUS THE THINKING.

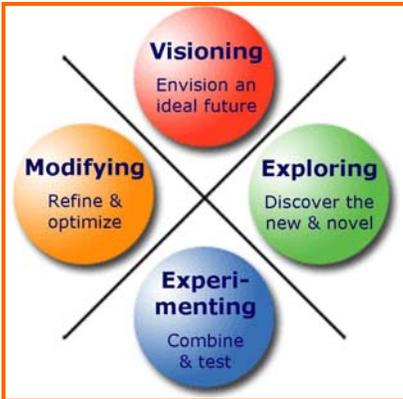
Innovation Styles provides specific questions that a leader or facilitator can ask for each application; provocative questions that every person can relate to — questions that unlock innovative thinking whether or not a person has had any experience with the styles.

“STRATEGIC THINKING” IS ONE EXAMPLE.

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.



SPECIAL 2-3 HOUR WORKSHOP DESIGNS are available for each application, giving individuals and teams the know-how and experience to put the Innovation Styles to work in their everyday job: for example, marketing and sales professionals can acquire new insights about addressing and meeting customer needs. Each workshop design comes complete with PowerPoint presentation slides, facilitator notes, and handouts. These application process-designs are offered at no extra cost to facilitators, organizational leaders, teams, and consultants who use the Innovation Styles system.



CUSTOMIZABLE WORKSHOPS. Prior to a workshop, the facilitator can choose 1 or 2 exercises from among the 4-6 options designed to give new insights related to the specific application. After the participants understand their own profile and discuss the range of different profiles in the group, they apply Innovation Styles to their own work challenges. The sessions conclude with future action planning. These “plug and play” workshop designs allow you to easily incorporate Innovation Styles into management conferences, staff meetings, training programs, and other venues.

KEY APPLICATION WORKSHOPS

LEADERSHIP. Leadership that fosters innovation can occur on *3 levels*: as a **team leader** who is actively engaged in achieving innovative results; as a **manager** who “coaches” teams through each stage of their innovative work; as an **executive sponsor** of a culture for innovation. Three leadership workshops are available to help develop the skills needed to elicit the innovative best of individuals and teams.

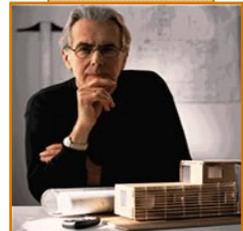
DEVELOPING NEW PRODUCTS AND SERVICES. Your industry climate can affect your strategy for developing new products and services. During an industry slump, you might use combinations of “off-the-shelf” technologies—an *Experimenting* approach. In better times, you might shift to product breakthroughs using a *Visioning* approach. With awareness, you can emphasize the styles you need to excel under any conditions.

MARKETING AND SALES. Earliest adopters of innovation tend to prefer *Exploring*, wanting the new and novel. The latest adopters tend to prefer *Modifying*, wanting to build on what they know and trust. When you are proposing a new product or service to your customer, if you speak their “language of change,” it is more likely they will accept what you have to offer.

VALUES-DRIVEN TEAM DEVELOPMENT. When you bring people together to meet day-to-day challenges, they must align and attune with each other to find and implement innovative solutions. Each style has a particular way of working within a team environment. By developing awareness and versatility with all four styles, you can optimize relationship synergy while maximizing innovative results.

ORGANIZATIONAL CHANGE. When you seek to change your organization’s structure or culture, if you only promote “a vision for the future” (*Visioning*) or only emphasize “improving current efficiency” (*Modifying*), people with other styles are likely to become uninspired and disengaged. For full participation in designing and implementing organizational change, engage all four styles.

QUALITY AND PRODUCTIVITY IMPROVEMENT. Improving your work processes can involve breakthrough change (Re-engineering) by emphasizing *Exploring* and *Visioning*, and incremental change (Kaizen) by emphasizing *Modifying* and *Experimenting*. You can employ all four styles to foster the right degree of change.



For more information, please contact:

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