



INNOVATIONSTYLES
the success booster

The Innovation Styles Custom Editions

Innovation Styles® comes in four custom editions.
To get started, just select the edition that best
meets your needs, and we'll help you do the rest.



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Four Editions

The Innovation Styles System provides custom features, based on your needs:



Enterprise Edition for *organization leaders* committed to fostering a strong culture for innovation



Partner Edition for *consultants and trainers* looking for practical, well-test innovation tools to boost their work with their clients



Exhibitor Edition for *trade show exhibitors* who want a powerful way to draw attendees to their booth, and brand their organizations as innovative leaders



Personal Edition for *individuals* who want to optimize their innovative potential



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Four Editions

What you get...

	ENTERPRISE EDITION (Organization Leaders)	PARTNER EDITION (Consultants and Trainers)	EXHIBITOR EDITION (Trade Show Exhibitors)	PERSONAL EDITION (Individuals)
Individual Advisor feedback and graphs, plus resource materials	✓	✓	✓	✓
Team Advisor feedback and graphs	✓	✓		
Practitioner community	✓	✓		
Access to resources only available to Practitioners	✓	✓		
On-line administration to manage multiple groups and clients	✓	✓		
Custom site and materials with your logo	✓	✓	✓	



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Enterprise Edition

The Enterprise Edition is for *organization leaders* who are committed to fostering a strong culture for innovation. Building and fostering an organization culture for innovation is imperative when new solutions and organization change are needed. By incorporating the strengths of each style into the culture, you bring out the best of each person when:

- ✓ Introducing innovation challenges
- ✓ Focusing on key issues
- ✓ Generating options
- ✓ Making decisions
- ✓ Implementing solutions
- ✓ Empowering and gaining commitment

The Innovation Styles system promotes greater diversity, while it fosters greater versatility among members of innovative teams.



Getting Started as an Organization

Contact us to sign up your organization and receive the following:

An Administrator Log-in with a wide range of administrative capabilities to manage your groups and teams

A fully customized Innovation Styles Profile (ISP) system with your logo

A 28-page booklet plus personalized feedback and graphs for each of your team or group members

The Team Advisor feedback and graphs for each of your teams or groups

Access to resources only available to Practitioners, such as workshop and coaching materials, plus much more

Access to the Practitioners Community where you can share knowledge and best practices with other innovation professionals



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Partner Edition

The Partner Edition is for *consultants and trainers* who are looking for practical, well-test innovation tools to boost their work with their clients Introducing innovation challenges. As an external resource to many clients, you may feel the need to strengthen how you stimulate high levels of innovativeness when:

- ✓ Facilitating groups working on issues such as marketing and sales, strategic planning, product development, or quality
- ✓ Building strong teamwork and empowerment among people who seek innovative solutions to their work challenges
- ✓ Developing an organization culture and change process that actively encourages innovation in all aspects of work life

Innovation Styles offers you a unique tool that you can integrate into your consulting or training practice and offer to your clients – fully customized with your own logo and identity.



Getting Started as a Partner

Contact us to sign up as a consultant or trainer and receive the following:

An Administrator Log-in with a wide range of administrative capabilities to manage your clients

A fully customized Innovation Styles Profile (ISP) system with your logo

A 28-page booklet plus personalized feedback and graphs for each of your client users

The Team Advisor feedback and graphs for each of your client teams

Access to resources only available to Practitioners, such as workshop and coaching materials, plus much more

Access to the Practitioners Community where you can share knowledge and best practices with other innovation professionals



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Exhibitor Edition

The Exhibitor Edition is for *trade show exhibitors* who want a powerful way to draw attendees to their booth, and brand their organizations as innovative leaders. When your representatives use the ISP at your booth it creates a valuable opening to converse with attendees about real needs. Here's how it works:

- ✓ A video and ISP system are fully customized with your logo
- ✓ Participants come to your booth and take the ISP assessment
- ✓ A personalized feedback is printed at the booth
- ✓ Your representative helps the attendee understand their results
- ✓ Attendees are given customized materials about the styles, with a specific message on innovation from your organization
- ✓ Optionally, a “My Innovation Style is:” sticker is placed on the attendee's name badge, spreading the buzz at the conference



Getting Started as an Exhibitor

Contact us to have Innovation Styles be the highlight of your next Trade Show and receive the following:

A customized video with your logo to use at the trade show

Unlimited use of the Innovation Styles Profile (ISP) self-assessment during your trade show

Personalized feedback profiles and graphs for each of your booth visitors who take the ISP

Training on how to debrief the ISP results with each attendee

Coaching on how to integrate the ISP with your organization's marketing goals

Ideas and support to set up your booth in a way that attracts attendees



Personal Edition

The Personal Edition is for *individuals* who want to optimize their innovative potential. The Innovation Styles Profile is a personal self-assessment that shows how you prefer to promote innovation and change through your own unique mixture of all four styles. The insights and tools will help you:

- ✓ Strengthen your confidence and versatility
- ✓ Meet new challenges effectively
- ✓ Invite a wider variety of ideas and input
- ✓ Speak other people's language of innovation

Your IS profile does not measure your *level* of innovativeness. Rather, it measures your *tendency, disposition, and preference* to use the four different approaches to innovation and change. Each style is like a language: while you may most easily express yourself in one way, you can develop the versatility to “speak” all four.



Getting Started as an Individual

You can take the Innovation Styles Profile (ISP) today, online, and receive the following:

A User Log-in to take the self-assessment and view results online

A 28-page Booklet for “Understanding and Applying Your Innovation Styles”

Personalized feedback “At a Glance,” plus an in-depth profile and 2 graphs

A login and password you can use at any time to come back and view your results and other content

Access to resources only available to ISP users



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Contact Us

To learn more about how you can put the Innovation Styles to work for your organization, or to take a complimentary assessment, please contact us:

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www.InnovationStyles.com



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