INNOVATIONSTYLES
the success booster

Welcome to Innovation Styles

Innovation Styles® is a web-based assessment, feedback and coaching system designed to boost innovation for individuals, teams and organizations

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Have you ever been 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?

While these are common innovation challenges, 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.

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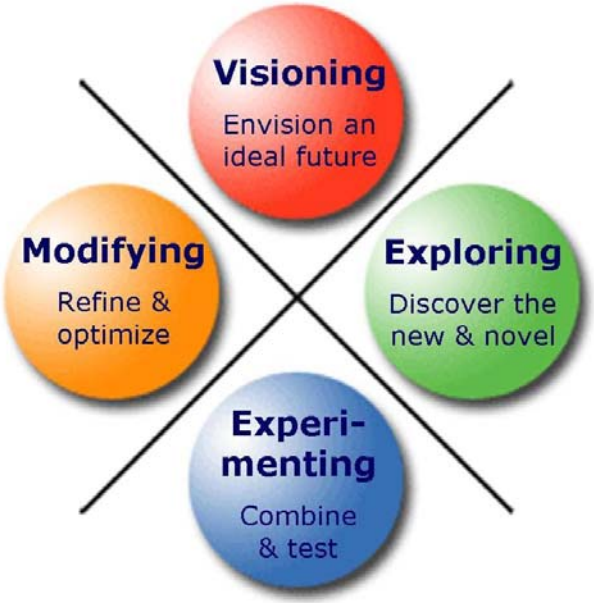
Diversity Plus Versatility

Our 20+ years of research and practice 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.



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Assessment, Feedback and Coaching

The Innovation Styles Profile is a unique, well-validated *self-assessment* to assist you to successfully identify strengths, and potential pitfalls, in your ability to optimize innovation where you work.

The Innovation Styles System comes complete with Individual Advisors as well as Team Advisors, which provide personalized *feedback* and *coaching* to enhance your innovativeness and develop the versatility you need to bring out the innovative best in others.

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Practical Applications

Proven and practical, the Innovation Styles model provides its greatest benefit when you use it to address your day-to-day challenges. Innovation Styles boosts any process aimed at increasing innovation, in applications such as:

- ✓ Marketing and sales
- ✓ New products and services
- ✓ Team building
- ✓ Organization culture
- ✓ Productivity improvement
- ✓ Strategic thinking
- ✓ Organization change
- ✓ Career Development

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Applied Internationally

Innovation Styles has been successfully used internationally with a wide variety of corporations and industries, such as:

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

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Unique System

The Innovation Styles System is a comprehensive, globally-accessible, secure web-based system developed with leading-edge technology. It is unique in its combination of eight features:

1.	***Focused on four innovative thinking strategies*** that enhance each stage of any innovation or organization process
2.	***Complete web-based services***, from taking the survey to administering multiple groups and organizations, adaptable to different languages
3.	***Four Custom Editions*** designed to meet the needs of individuals, teams, organizations, consultants, and trade show exhibitors

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Unique System

4.	***In-depth, tailored feedback for individuals and teams***, to review on-line or in group meetings and workshops
5.	***Customizable materials for coaching*** *individuals and teams*
6.	***Logo-customized website and materials*** for client organizations and partners (professional consultants / trainers)
7.	***Special 2-3 hour workshop designs*** are available for a wide variety of business applications
8.	***No certification required***, though a full Certification program and on-going support are readily available

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Completely Web-Based

A full range of services for Innovation Styles is available on the web:

- ***Taking the self-assessment survey*** and getting instant scores and personalized feedback
- ***A simple and flexible administration system*** allows administrators to manage an unlimited number of teams or organizations, as well as monitor progress and access informative reports
- ***Individual and team feedback and coaching materials*** can be accessed and downloaded as needed
- ***Community forums and blogs for practitioners*** are available to freely share their applications and experiences to build an on-going knowledge-base
- ***Application processes*** for using the Innovation Styles, idea-generation tools based on the Innovation Styles, and many other resources are available

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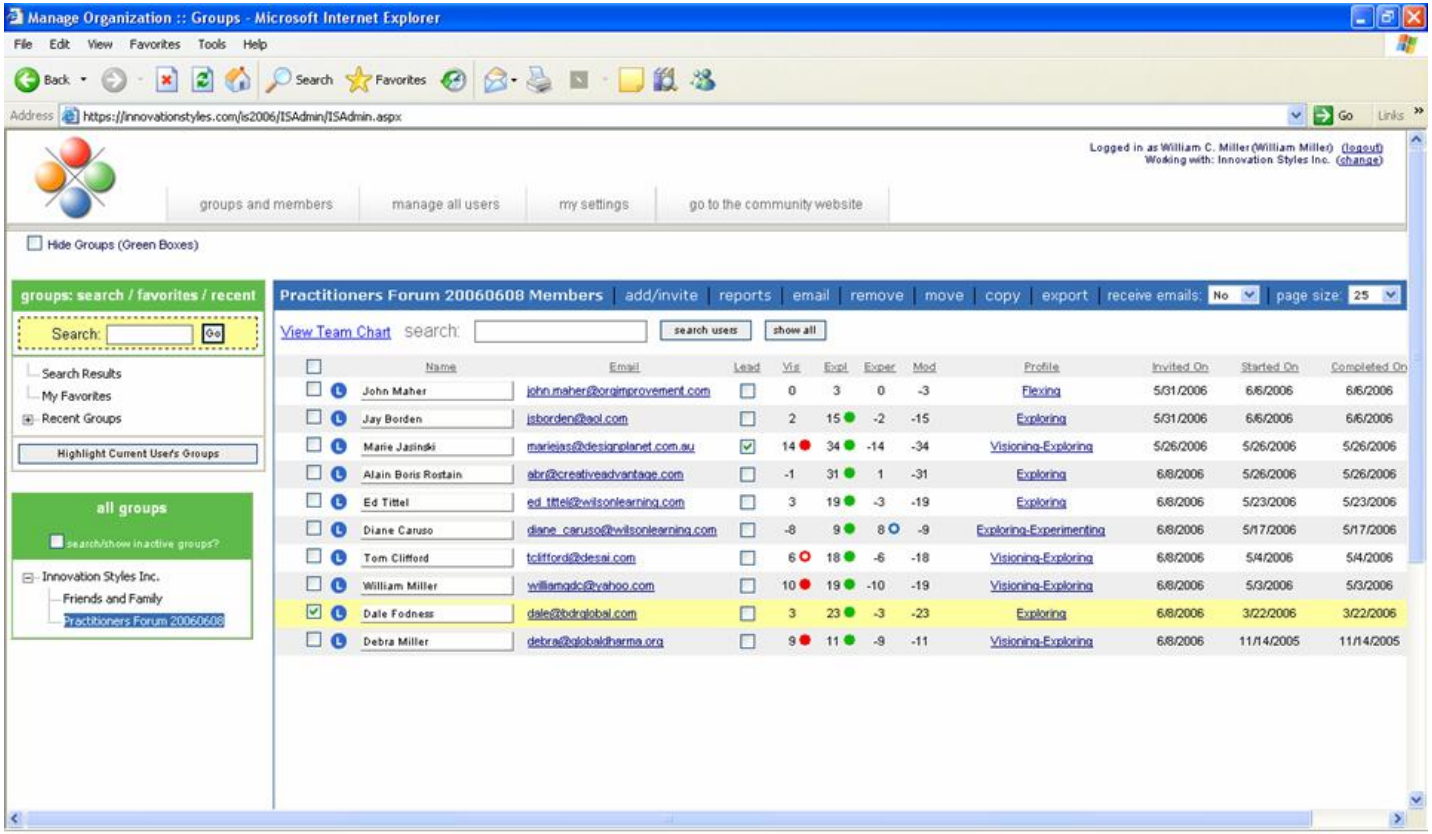
Sample Administration Page for the Innovation Styles System



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Four Custom 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 Custom 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	✓	✓	✓	✓
Team Advisor feedback and graphs	✓	✓		
Practitioner community forums and blogs	✓	✓		
A wide variety of resources and application processes	✓	✓	✓	✓
On-line administration to manage multiple groups and clients	✓	✓		
Custom site and materials with your logo	✓	✓	✓	

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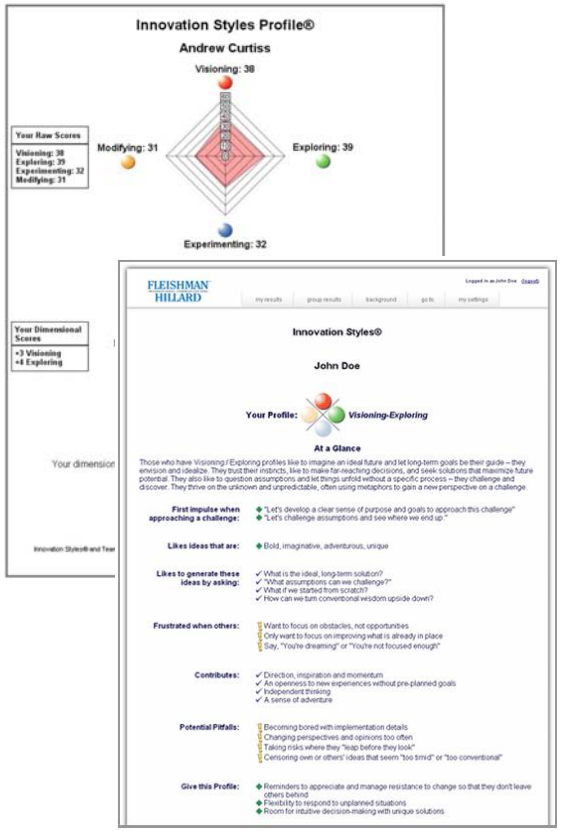
Individual Advisor

Based on your answers to the Innovation Styles questionnaire, you will receive a score, two graphs and an Individual Advisor based on your specific Profile.

Your Innovation Styles Profile is based upon three premises:

1. Each of us has the ability to be innovative. Therefore, the main issue is not "*Am* I innovative?" but rather "*How* am I innovative?"
2. As individual, we may have equal potential for being innovative, yet have different approaches to the process of innovation.
3. We do not use a single approach, but a mixture of four different styles.



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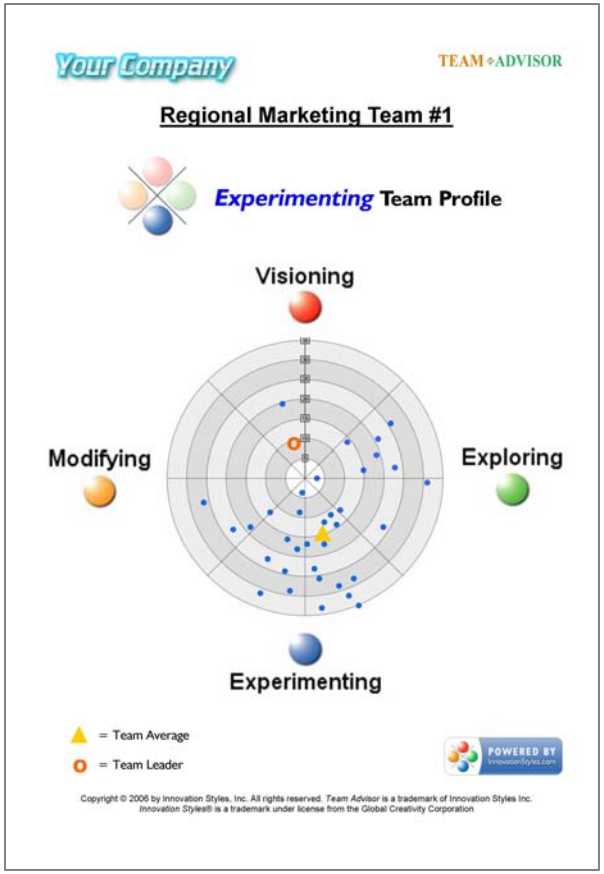
Team Advisor

The *Team Advisor* is based on the results of the Innovation Styles Profiles of the team members. It provides a graph of the team member scores, plus customized feedback and coaching that will help your team to:

- ✓ Understand the relationship among team members, based on their Profiles
- ✓ Incorporate more diversity in how they address innovation challenges
- ✓ Develop greater versatility in working with each other
- ✓ Help team leaders to bring out the innovative best from a specific workgroup



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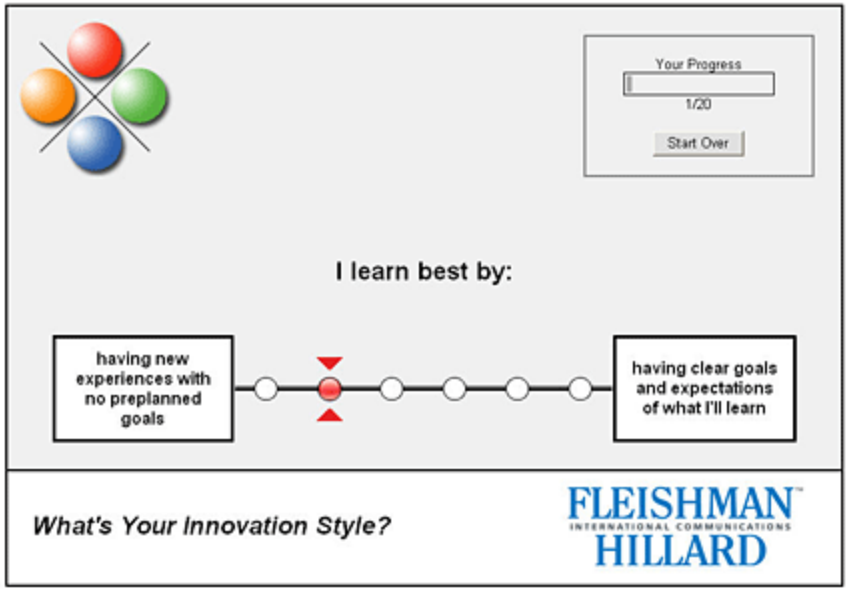
Logo-Customized Materials and Website

All of the core materials for the Innovation Styles, plus the website interfaces, are customizable for organizations and practitioners (consultants and trainers) who wish to use Innovation Styles with multiple teams, groups, or organization. They can contain the organization's or practitioner's own logo and "look-and-feel."



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Workshop Designs

Innovation Styles Inc. offers “turn key” application processes for facilitators to apply the Innovation Styles to specific needs. These experiential workshops are 2-3 hours in length and allow you to “plug and play” with a specific business application in a variety of venues, including corporate training programs, management conferences, staff meetings, and other events.

Each workshop contains five sections:

1. Introduction and warm-up exercise
2. Understanding the four Innovation Styles
3. Exercises for applying Innovation Styles to specific challenges
4. Summarizing key insights and follow-up actions
5. Closing the session

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Coaching Materials

Managers, team leaders, and consultants are often in the position of "coaching" teams on how to generate and implement innovative solutions to their work challenges. Coaching focuses on how to evoke the inner capacity of each person to use their talents, express their values, achieve their goals, and work synergistically with others.

You can employ insights and skills based on the Innovation Styles to assist you in this task. In addition to the *Individual Advisor* and *Team Advisor* feedback materials, you can use customized PowerPoint slide decks to guide an individual or team coaching session. An application workshop on "Coaching Values-Driven Team Innovation" is also available, which includes an exercise to develop greater awareness and skill in coaching a team through each stage of its innovation process.

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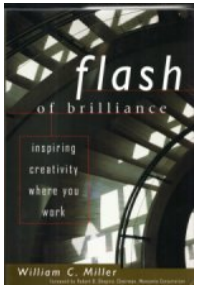
Based on Sound Expertise

While head of the Innovation Management program at SRI International (formerly the Stanford Research Institute) in the mid-1980's, William C. Miller found that people took different approaches to innovation and change. In 1987, after starting the Global Creativity Corporation, he received the cooperation of managers and employees at his client companies in the UK, Canada, Singapore and USA to conduct original research into these different approaches. Thus, he developed and validated the Innovation Styles Profile and its associated methodology (the validation study is available upon request).



The Innovation Styles have been highlighted in William's book *Flash of Brilliance*, which was selected by Soundview Executive Book Summaries as among the top 30 business books of 1999. From 2004-2007, *Leadership Excellence* has named William as one of the top 30 thought leaders worldwide.

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Based on Sound Expertise

In 1996, William Miller began a collaboration and friendship with Alain Rostain, founder of Creative Advantage Inc. Alain Rostain has taken the lead to fully automate and make the Innovation Styles Profile available to corporations around the world. He brings a unique combination of skills from his 20 years of experience in the field of corporate creativity and innovation – including an expertise in designing internet-based tools for innovation assessments, and his use of experiential techniques gained from his background in improvisational theatre.

Alain is the editor of the e-zines InnovAgent and Improv-It, and founder of the Applied Improvisation Network. Combining this experience with his expertise in business innovation and software engineering, Alain stays at the leading edge in bringing innovation consulting, training, assessments and facilitation to his clients in Fortune 100 and 500 companies.

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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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Global Creativity Corporation – wmiller@InnovationStyles.com

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