

Conversation for Assessing Innovators Potential

Look for Attributes and Design Experiences to Build Capabilities

| Innovators Attributes | | | | |
|--|---|---|--|---|
| Associative Thinker | Questioning | Observing | Networking | Experimenting |
| <i>Innovators discover new directions by connecting ideas across seemingly unrelated disciplines.</i> | <i>Innovators show a passion for challenging inquiry, often challenging the status quo.</i> | <i>Innovators are intense observers. Watching customers, products, technologies and companies to gain insight.</i> | <i>Innovators find and test their ideas through a diverse network with widely varied specialties and perspectives.</i> | <i>Innovators are constantly trying new experiences and piloting new ideas. They avoid convictions and test hypotheses.</i> |
| In what way have you observed : | | | | |
| <ul style="list-style-type: none"> • Pattern recognition across diverse topics • Ability to look across multiple technical disciplines • Intuitive and divergent • Non-linear thinking • Visionary, imaginative • Reflective | <ul style="list-style-type: none"> • Insatiable curiosity, digging a level deeper • Playful/humorous • Create problem statements • Voluminous question generator • Constant “If we tried this, what would happen?” • Challenges status quo • Questions provoke new insights, connections and possibilities | <ul style="list-style-type: none"> • Wander, travel, seeking ideas movement and interaction • Open to new ideas and experiences • Not tied to a single idea or hypothesis • Opportunistic Mindset that identifies gaps • Listens and probes customers and markets • Curious | <ul style="list-style-type: none"> • Situationally collaborative • Collaborate with other experts depending on idea • Value others with diverging ideas and skills and brings them to bear • Articulate in communicating ideas | <ul style="list-style-type: none"> • Hands on • Focus on uncertainties to move things forward • Not afraid to kill a project (fast failures) • Open to new information – not tied to a single idea • Actively seek death blows |

ref: Jeffrey H. Dyer, Hal B. Gregersen, and Clayton M. Christensen. “The Innovator’s DNA.” *Harvard Business Review* December 2009