

# 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"> <li>• Pattern recognition across diverse topics</li> <li>• Ability to look across multiple technical disciplines</li> <li>• Intuitive and divergent</li> <li>• Non-linear thinking</li> <li>• Visionary, imaginative</li> <li>• Reflective</li> </ul>	<ul style="list-style-type: none"> <li>• Insatiable curiosity, digging a level deeper</li> <li>• Playful/humorous</li> <li>• Create problem statements</li> <li>• Voluminous question generator</li> <li>• Constant “If we tried this, what would happen?”</li> <li>• Challenges status quo</li> <li>• Questions provoke new insights, connections and possibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Wander, travel, seeking ideas movement and interaction</li> <li>• Open to new ideas and experiences</li> <li>• Not tied to a single idea or hypothesis</li> <li>• Opportunistic Mindset that identifies gaps</li> <li>• Listens and probes customers and markets</li> <li>• Curious</li> </ul>	<ul style="list-style-type: none"> <li>• Situationally collaborative</li> <li>• Collaborate with other experts depending on idea</li> <li>• Value others with diverging ideas and skills and brings them to bear</li> <li>• Articulate in communicating ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Hands on</li> <li>• Focus on uncertainties to move things forward</li> <li>• Not afraid to kill a project (fast failures)</li> <li>• Open to new information – not tied to a single idea</li> <li>• Actively seek death blows</li> </ul>

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