

# The 4 Types of CEO

What are the different roles that CEOs can play when it comes to innovation? Here's our take on the four types of CEO we've seen most often. Do any of them resemble someone you've worked for?



## The Streamliner

The Streamliner gravitates to new ideas that will cut costs, reduce complexity, or speed up processes.

Got a plan to save money by moving terabytes of data into the cloud? Swell. But good luck trying to pitch her your ambitious project to connect with a new customer segment.

## The Visionary

The Visionary sees himself as the source of all innovation, and doesn't worry about getting too deep into the weeds when new products and services are being designed.

The upside? Everyone at the company knows innovation is a priority. The downside? Listening to him repeat the same Steve Jobs anecdotes over and over.

## The Cheerleader

The Cheerleader likes to say the word "innovation" a lot in presentations to Wall Street analysts and dole out innovation awards to employees.

He likes to take customers on tours of the shiny new innovation lab. But when it comes to corraling resources or helping the innovation team, he's often too busy to get involved.

## The Advocate

The Advocate understands the importance of investing in innovation over the long haul. She works hard to make sure that everyone from board members to middle managers to front-line employees know that they're expected to be supportive of experiments and open to new ideas—rather than defending the status quo.