

Innovative Thinking

Understand yourself



Name

Your Innovation Styles Profile: **Modifying – Visioning**



Your scores:

Visioning	60 ○
Experimenting	40
Exploring	30
Modifying	70 ●

● Strong preference ○ Moderate preference



Those who have **Modifying – Visioning** profiles like to expand and improve on what has already been done – they *refine* and *optimize*. They like to move forward one step at a time, looking to previous situations and applying expert opinion to fit a new purpose.

They also like to imagine an ideal future and let long-term goals be their guide – they *envision* and *idealize*. They trust their instincts, like to make far-reaching decisions, and seek solutions that maximize future potential.

Your first impulses with a challenge will likely be:

“Let’s build on and optimize what we already have.”
“Let’s develop a clear sense of purpose and vision to meet this challenge.”

You like ideas that are:

Realistic, optimizing, bold, far-reaching

You will typically generate these ideas by asking:

What can we do to optimize what we’ve already invested in?
What has been done before that we can build upon?
What is the ideal, long-term solution?

You may get frustrated when others:

Challenge the way things are “just for the sake of change”
Want to focus on obstacles, rather than opportunities
Say, “You’re not open to change” or “You’re not being practical”

When working in a group, you will contribute:

An ability to build upon what has already been done
Moving forward one step at a time
Direction, inspiration and momentum

Some potential pitfalls to look out for are:

Being too tied to present circumstances
Not questioning assumptions
Resisting options that don’t fit into the vision

To bring out the best of your profile, be sure to give yourself:

A rich history to draw from
Time to be steady and detailed when developing new ideas
The opportunity to dream

Your own expression and blend of the four Innovation Styles – with their underlying dimensions – are a way of describing how you prefer to bring about innovation and change in your work



Four Styles of Innovative Thinking

Our 20+ years of research and experience in the field of innovation has established that people approach innovation and change with a mixture of four distinct innovative thinking styles:

Visioning: to envision the ideal future

Modifying: to refine and optimize what has come before

Exploring: to discover new and novel possibilities

Experimenting: to combine and test many unique combinations

Dimensions of the Innovation Styles

There are two underlying dimensions that help to form the four Innovation Styles:

1. What stimulates your innovative thinking?
2. How do you approach the innovation process?

This table shows you where your strengths are based on your profile. In addition to drawing on your strengths, you will also want to develop versatility with all of the style dimensions.

