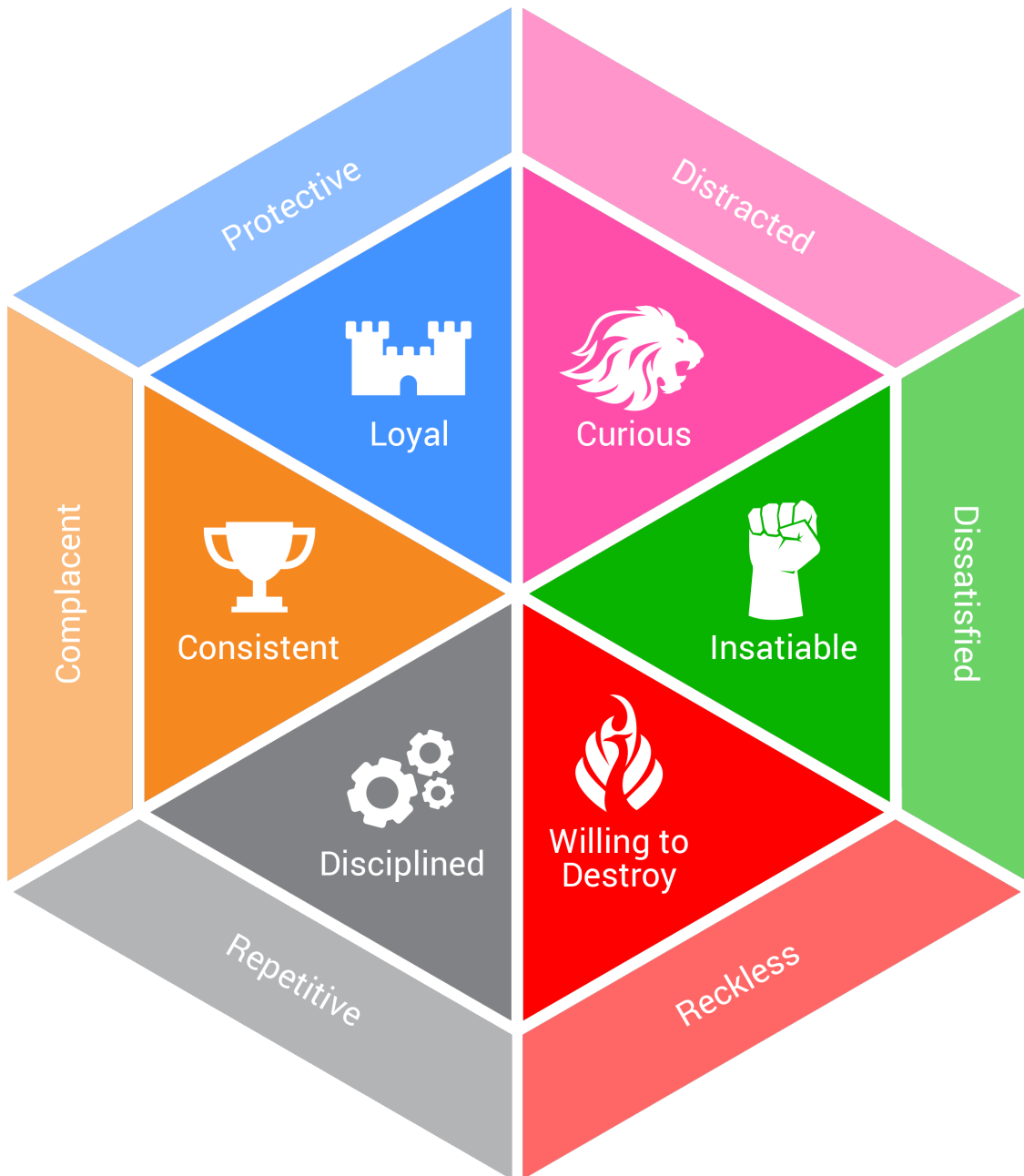




INNOVATION ASSESSMENT



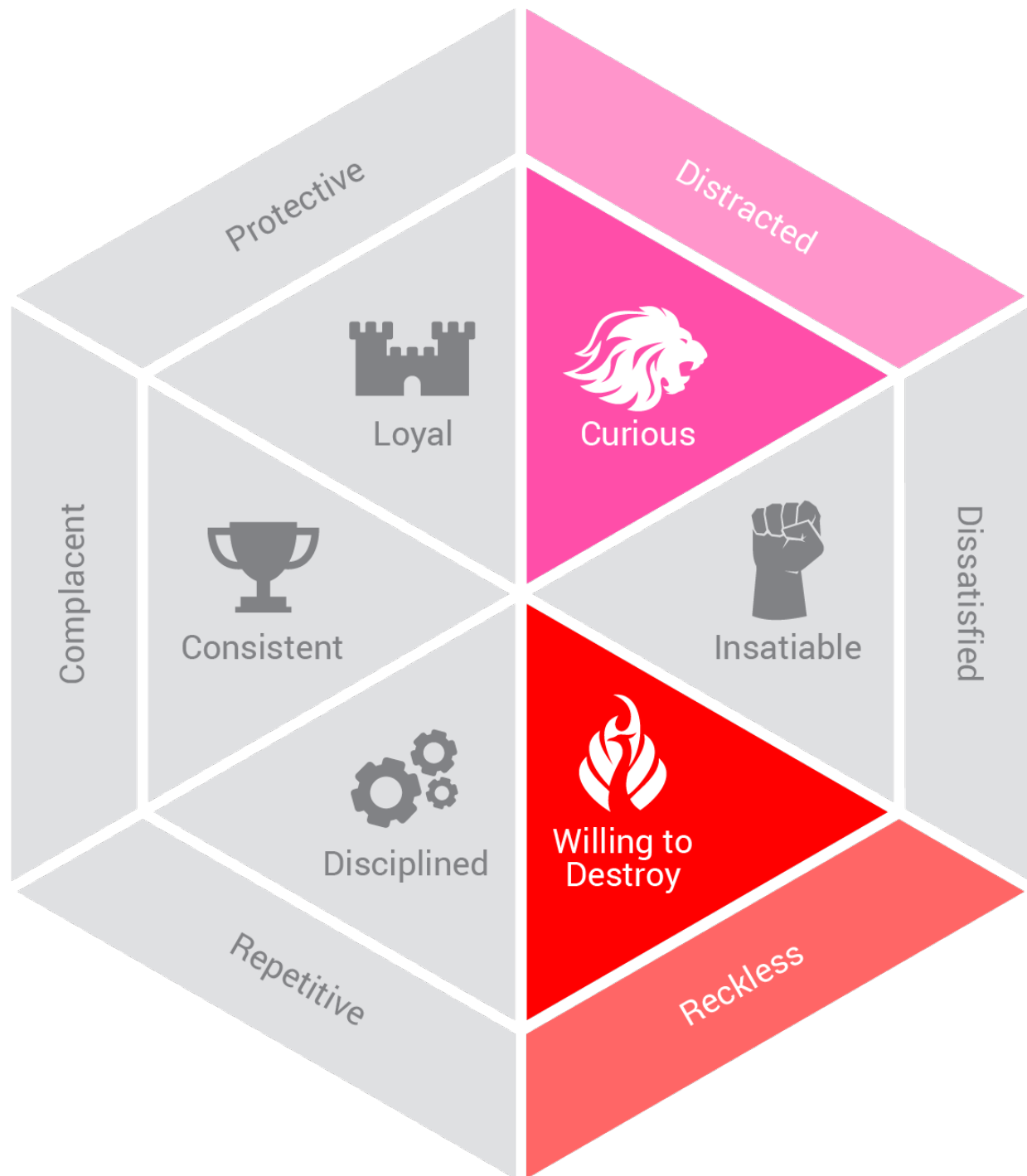


JEREMY GUTSCHE FUTURISTIC PIONEER

4.7% of people innovate like you

As a Futuristic Pioneer, you exhibit a willingness to destroy that provides a maverick streak that can be a great benefit to the creative process. Your curiosity highlights a natural inquisitiveness that can prompt new ideas or insights. Others may perceive this combination as being a bit too assertive at times. You may consider channeling these traits at the appropriate times with the appropriate audiences to ensure your ideas are properly embraced.

| | | | | | | | |
|-----------------|------------------------------------|------------------------------------|-------------------------|--------------------------------|------------------------------|---------------------------|-------------------------------|
| PRIMARY TRAIT | Disciplined (& Repetitive) | Rebellious Warden | Trusted Caretaker | Persistent Ideator | Masterly Overseer | Dedicated Agent | Diligent Perfectionist |
| | Curious (& Distracted) | Ambitious Visionary | Inventive Mediator | Relentless Creative | Dynamic Realist | Imaginative Brainstormer | Eager Initiator |
| | Consistent (& Complacent) | Daring Moderator | Dependable Optimizer | Reliable Voyageur | Steadfast Performer | Inquisitive Facilitator | Consistent Pragmatist |
| | Insatiable (& Dissatisfied) | Hungry Daredevil | Cautious Explorer | Seasoned Adventurist | Experienced Motivator | Voracious Adventurer | Change Ambassador |
| | Loyal (& Protective) | Dutiful Changemaker | Trustworthy Devotee | Zealous Quarterback | Loyal Gatekeeper | Devil's Advocate | Decisive Guardian |
| | Willing to Destroy (& Reckless) | Venturous Entrepreneur | Whimsical Loyalist | Fearless Opportunist | Courageous Influencer | Futuristic Pioneer | Purposeful Trailblazer |
| | | Willing to Destroy (& Reckless) | Loyal (& Protective) | Insatiable (& Dissatisfied) | Consistent (& Complacent) | Curious (& Distracted) | Disciplined (& Repetitive) |
| SECONDARY TRAIT | | | | | | | |



PRIMARY INSTINCTS AND TRAPS:

Willing to Destroy

- Consistently looking to the future to reinvent & capture new opportunities
- Demonstrates flexibility & resilience in the face of loss, failure or uncertainty

Reckless

- Prone to bypass procedures, protocols and the needs of others in favor of action
- Perceived as reckless, impulsive and even negligent by peers

SECONDARY INSTINCTS AND TRAPS:

Curious

- Strong desire to learn new things & question the status quo
- Motivated to explore unknown paths to identify insight & potential that others often overlook

Distracted

- Easily distracted, resulting in time management & productivity issues
- Struggles to make decisions, which can prevent progress or implementation of ideas

PRIMARY TRAIT DEEP DIVE:

Willing to Destroy (& Reckless)

Each trait represents a trade off between a Hunter and a Farmer tendency. The red indicator shows how strongly you scored on that particular trait.



+ Loyal
- Protective

Balanced



+ Willing to Destroy
- Reckless

Your primary trait is rooted in a willingness to destroy. This trait is characteristic of a true visionary. You are generally undaunted by new challenges, and are likely to approach problems with a clear mind and are willing to experiment. This is often expressed by quickly moving on from failure and a willingness to begin from scratch. You tend to be a bit of a maverick, may challenge authority and are generally adaptive to new situations. At the extreme, you can behave in an impulsive and even reckless manner.

Vision & Intrinsic Motivation **for Willing to Destroy (& Reckless)**

Instinctive Strengths

When nearing the completion of a project, you are rarely deterred by last-minute obstacles and are in fact further motivated to succeed.

Instinctive Traps

While your motivation and drive often kick into high gear, it's important not to rush something or someone; others can interpret this as you placing a greater importance on your work.

Next Steps

It's important to remember that not everyone is able to act at your preferred pace. If challenges arise during projects, make sure you're including necessary stakeholders to reassess next steps and to avoid a situation where people think you're acting above them or the rules.

Problem Solving Style **for Willing to Destroy (& Reckless)**

Instinctive Strengths

You like to dive into a project head on to make rapid progress, knowing that you can later return to modify and improve it. You prefer to initiate a project with a blank slate unconstrained by past approaches. You're constantly motivated to create something unique, forward-thinking and original; you are uninhibited by the past. When taking over a project, you prefer to begin anew with your own approach rather than move forward with what was previously done. This ensures a fresh perspective. Your ability to experiment and test something novel is a key strength that you bring to your work.

Instinctive Traps

While your proactive behavior pushes things forward, it can create a situation in which people might feel like their toes are being stepped on or that protocol was ignored. Peers may even view this behavior as reckless or disrespectful, especially if specific stakeholders have been excluded. While your preference to begin projects with a blank slate leads to an original final product, it also creates opportunities for blind spots, where you risk repeating the same mistakes others made in the past. While this is indicative of your ambitious nature, some peers may be uncomfortable with you moving forward with an untested strategy. Taking a project in a completely new direction can affect its projected timeline and expectations of stakeholders. While experimentation is critical in the process of innovation, it can often lead to missed deadlines and an inefficient use of time.

Next Steps

Find a balance between your enthusiastic drive and your sense of urgency. Your drive and initiative inspire those around you; just be sure to include necessary stakeholders before making any large leaps forward. When launching a project, remember that consulting past work doesn't mean you can't add your own elements or thoughts. This will save time and ensure you avoid repeating mistakes. Make sure you communicate your proposal to those immediately impacted. This will ensure your behavior isn't interpreted as hasty or even irresponsible. Remember that not everyone is as comfortable with change. Be mindful of the impacts your ideas and projects have on those around you. Some ideas may not be feasible due to project constraints. Know when to pull back and when to push forward.

Skills, Development & Growth **for Willing to Destroy (& Reckless)**

Instinctive Strengths

You are highly skilled at coming up with inventive solutions to problems instead of applying traditional methods. Your determined and ambitious attitude mean you're rarely deterred or discouraged when your ideas are met with resistance – company protocol does not discourage you from pursuing your opinions and ideas when you truly believe in their merit. You work well with superiors who give you the latitude to accomplish a goal in the manner you best see fit. You create your best work when you can make your own timeline and strategy for a particular assignment.

Instinctive Traps

An experimental approach makes the work more interesting and exciting, but out-of-the-box strategies may derail a plan or timeline for a project. Continuously pushing on an idea that's already been turned down can be perceived as unprofessional and possibly even rude by colleagues. While you value your creative autonomy, remember that other parts of the organization likely depend on your work and its timely delivery. Not everyone can afford flexibility in meeting tight deadlines and structuring projects.

Next Steps

Ensure you understand the reasoning behind a timeline attached to a project. Not all projects can afford a flexible schedule. When you're looking to experiment or test something for the first time, ensure the project's objectives can accommodate a varied approach. Some ideas may not be a fit due to organizational, logistical, financial or cultural reasons within your company. If you're constantly encountering resistance to your ideas and opinions, consider if you are in the right role or even organization. Moving forward, remember that the perfect balance comes from an understanding of where you can be more creative and where you need to be more focused and results-driven in meeting the expectations of the team.

Working With Others & Organizational Behavior **for Willing to Destroy (& Reckless)**

Instinctive Strengths

In a group setting, you are often the one who may question possible solutions, identify potential issues and even suggest unconventional approaches. Your creativity and drive is not limited by rules and procedures set in place by your organization. You can find them to be constraining and will bypass them if needed to achieve a desired result.

Instinctive Traps

While expressing your opinions and ideas is important to you, this behavior can sometimes be interpreted as combative. Some may view you as someone who steps on people's ideas. While rules may appear to be slowing you down or impeding your progress, remember that they're likely in place to protect you and organization and mitigate risk.

Next Steps

Remember that there is a time and a place to further craft and improve certain ideas, so be judicious in your approach with team members, especially in group settings. Seek clarity or deeper understanding when you disagree with a particular procedure or protocol, but avoid disregarding it entirely. Some may perceive this as disrespectful or irresponsible.

SECONDARY TRAIT DEEP DIVE:

Curious (& Distracted)

Each trait represents a trade off between a Hunter and a Farmer tendency. The red indicator shows how strongly you scored on that particular trait.



+ Disciplined
- Repetitive

Balanced

+ Curious
- Distracted

Your secondary trait is rooted in your curious nature. This trait is often reflected in someone who is constantly seeking new information and inspiration. As someone who tends to be more analytical and thoughtful, you're likely to ask "how" and "why" instead of "what." Your openness to new ideas and your insightful nature mean you're likely to spot opportunity that might otherwise be overlooked. At the extreme, you may struggle with productivity and decisiveness.

Vision & Intrinsic Motivation *for Curious (& Distracted)*

Instinctive Strengths

As someone who enjoys taking on new challenges, you have a tendency to lose interest in your work when it becomes too monotonous. You thrive in environments where you're able to seek inspiration from a number of projects. You feel a sense of accomplishment when you can develop a new idea with strong potential. The chance to tap into a new opportunity excites you and inspires you in your day-to-day routine. You are a big thinker who likes to envision what is possible and you believe in your ability to create the ideal future. When ideating and brainstorming, you're not held back by red tape or logistics. These are insignificant in the grand scheme of a breakthrough idea.

Instinctive Traps

While you get tired of routine, remember that consistency and repetition are critical to mastery. While you love the excitement of a breakthrough idea, keep in mind that hitting targets and deliverables is also key to ongoing success. Focusing exclusively on new ideas can result in missing deadlines and failing to meet superiors' expectations. While big thinking is key to inspiring those around you, it can create a situation where you lose sight of key deliverables and expectations. Your idealistic thinking could, at times, get in the way of you attending to more immediate priorities within your organization.

Next Steps

While routine can become cumbersome, ensure that you still deliver on expectations to contribute to your team's success. While some mundane tasks may require completion, consider ways to inject more creativity into them or approach them from a new angle. Be aware that others may not be as inspired with breakthrough ideas and are more focused on hitting their deliverables. This may dictate when and how you approach others with new ideas. Keep your inspiration for new ideas alive, but remain aware of the most suitable time, audience and approach to deliver them most effectively. While you are capable of being a big thinker who can spark creativity among others, be sure that your visionary approach takes into account the realities of what your organization and team is capable of.

Problem Solving Style *for Curious (& Distracted)*

Instinctive Strengths

You are a creative, solution-oriented thinker who seeks resolution to the issues at hand. It is in your nature to overcome challenges and to push past limits with creative, out-of-the-box solutions that might not always occur to others. Your inquisitive nature is conducive to uncovering the root cause of a problem and attempting new solutions to resolve it. You are motivated to discover the "why" and "how" in almost everything you do.

Instinctive Traps

While you are adept at finding solutions, ensure you do not act too hastily by considering all available options and including necessary stakeholders. Your curious nature contributes to an out-of-the-box mentality that pushes others to think differently. However, remember that not all projects can accommodate the time and resources needed to begin from scratch. Some projects demand decisive action that will mitigate risk.

Next Steps

Be sure to hear your team members out and consider all input, even if you think you've already identified the solution. Often, achieving consensus can help ensure the solution is effectively executed by the team. While you may love to start with a clean slate, be mindful that others on the project team may be personally invested in efforts to date. When approaching a new project, be aware of which ones may lend themselves to a new approach and which ones simply need to be completed efficiently and in a timely manner.

Skills, Development & Growth *for Curious (& Distracted)*

Instinctive Strengths

You gravitate towards new ideas and approaches to problems. You're consistently considering ways your work can be enhanced or improved. You are stimulated by working on multiple projects with different people. Your involvement in different areas of your department or organization allows you to cross-pollinate while simultaneously expanding your skill set.

Instinctive Traps

While you often exhibit an entrepreneurial element, be careful that your approach to problems doesn't detract from your ability to meet deadlines and deliver results consistently. While your participation across various projects prompts creativity, remember that true mastery comes from repeated, focused effort. You may run the risk of spreading yourself too thin, creating a situation in which you lack a specialty or niche.

Next Steps

While you gravitate towards new ideas, make sure you find a balance between ideation and hitting your targets. Be aware that while there are times when your hunter-like instincts to jump on the next idea are extremely valuable, there are also situations that demand for focus, diligence and the successful completion of a project. Strive to recognize the difference.

Working With Others & Organizational Behavior *for Curious (& Distracted)*

Instinctive Strengths

You like to examine all possibilities for a project, even if doing so could jeopardize the schedule. You prioritize finding the best solution even at the risk of failing to meet a deadline. You like to explore possibilities and will continue to look for solutions or options that on first glance may seem impractical. Your ability to ask questions encourages others with different viewpoints or skill sets to continue contributing ideas, leading to better solutions in the long run. You prefer working with open-minded individuals who are willing to experiment and explore new opportunities. You gravitate towards people who are willing to break the mold and step away from routine and tradition.

Instinctive Traps

While this approach ensures that you are well informed on potential solutions, be cautious how this can impact schedules and timelines; not everyone within the organization can afford the additional time or resources. While your ability to explore and question leads to you and your team making informed and intelligent decisions, others may interpret it as lacking decisiveness. While being open-minded is integral for innovative collaboration, remember that many people's roles are dictated by tight timelines and expectations that don't often allow for much freedom and flexibility.

Next Steps

Most projects will involve multiple stakeholders and colleagues so be sure have a strong understanding of who is involved in the projects you're working on. The more informed you are on this, the better able you'll be able to navigate new paths or know when to stick to the plan. Be sure to strategically explore your options on projects – if something is particularly time-sensitive, don't push it so much that it falls behind schedule. Remember that successful projects and organizations are a reflection of different individuals working together. Avoid aligning yourself with like-minded people all the time – those who are different from you can not only expose you to new ideas, but truly collaborative partnerships will create the best results.

Individual scoring and results of the Assessment will remain confidential. Individual results will not be shared within an organization and may only be accessed by the participant. Colleagues or managers will not be able to access an employee's results.

Individual results used in a Team Overview will remain anonymous. A Team Overview will reflect a collective score without disclosing any individual scoring or results.

NEXT STEPS

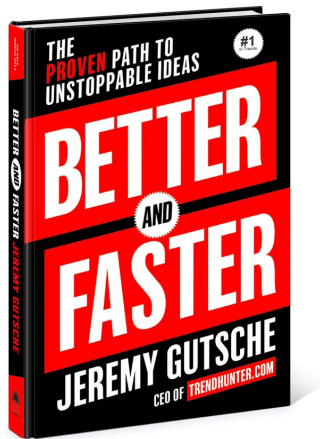


1. IMPROVE YOUR POTENTIAL WITH A TEAM ASSESSMENT

Benchmark your team's strengths, gaps and opportunities compared to the world's best brands and innovators.

With a team assessment and overview workshop, you'll better understand your team's composition, strengths, weaknesses, opportunities and how you compare to the world's top innovators. We design custom keynotes, workshops, training and research for 500 of the world's most powerful innovators, so we'd be happy to help you accelerate your culture of innovation with a customized Innovation Accelerator programs for your team.

Create an assessment link for Trend Hunter and share with 10 or more people in your organization to access results on how your organization as a whole scores



2. JOIN 10,000,000+ INSPIRED BY OUR KEYNOTES & BOOKS

What great ideas are so close within your grasp?

There are hidden patterns and clues that could lead you to your full potential – and sooner. Get the book, or join millions of people in watching our top innovation keynote videos online. You will learn how to better interpret your assessment results and how to get BETTER by exploring how to overcome evolutionary traps that block innovation. Then, you will learn to get FASTER by learning repeatable shortcuts to find better ideas, faster.

<https://www.trendhunter.com/innovate>



3. MAKE CHANGE HAPPEN WITH OUR ACCELERATOR, RESEARCH & EVENTS

Take your skills to the next level with our innovation accelerator, custom research, training seminars or our epic Future Festival event series



Future Festival is an immersive learning experience where thousands of the world's top innovators gather and collide to prototype their future. And it's epic: 97% rate it the "best innovation event ever." If you want ongoing support, our team has completed more than 6,500 projects, helping 500 of the world's top brands, billionaires and NASA to innovate faster and make change happen.

Contact us for a free consultation:

<https://www.trendhunter.com/services>