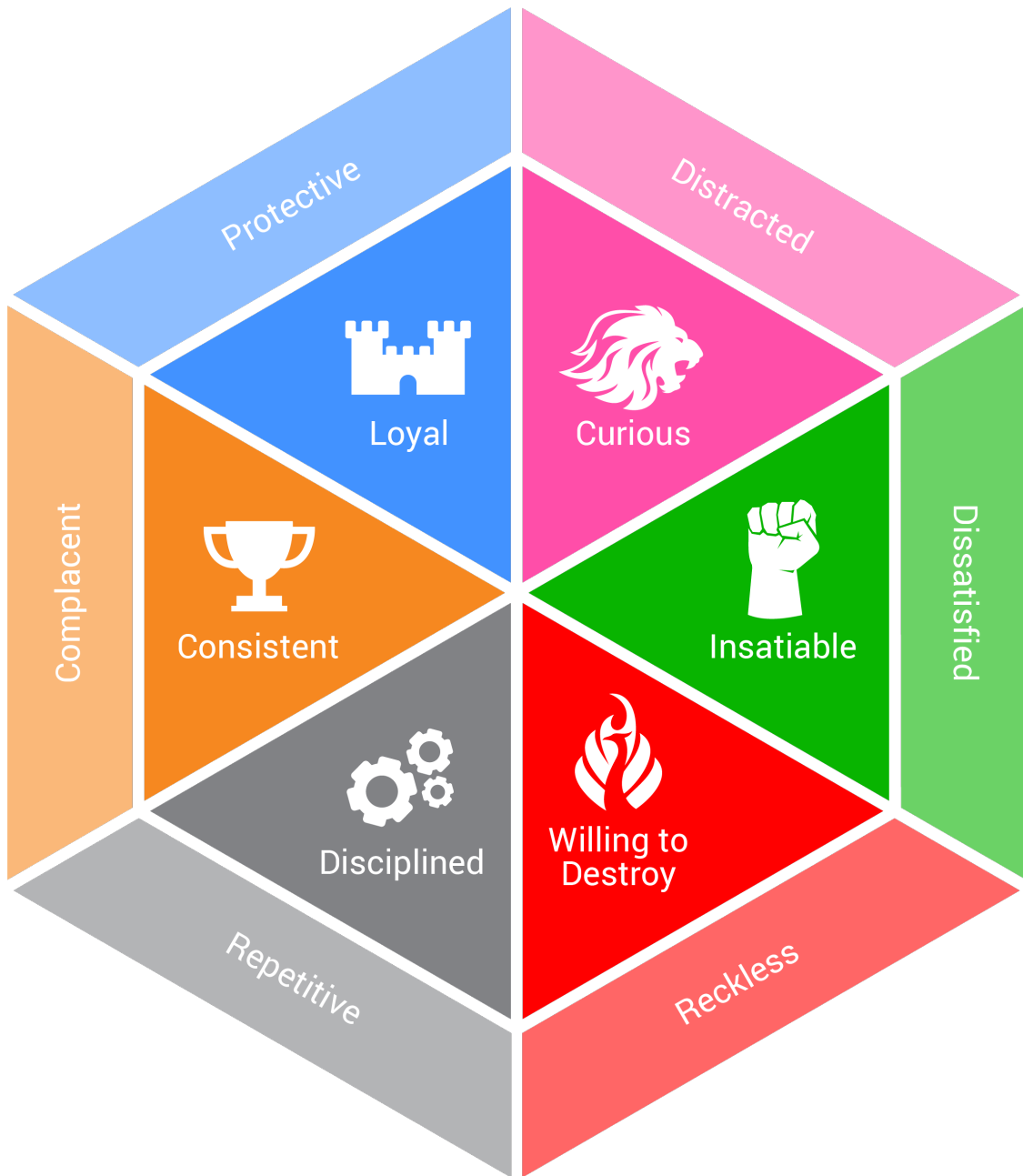




INNOVATION ASSESSMENT

SAMPLE ORGANIZATIONAL SUMMARY



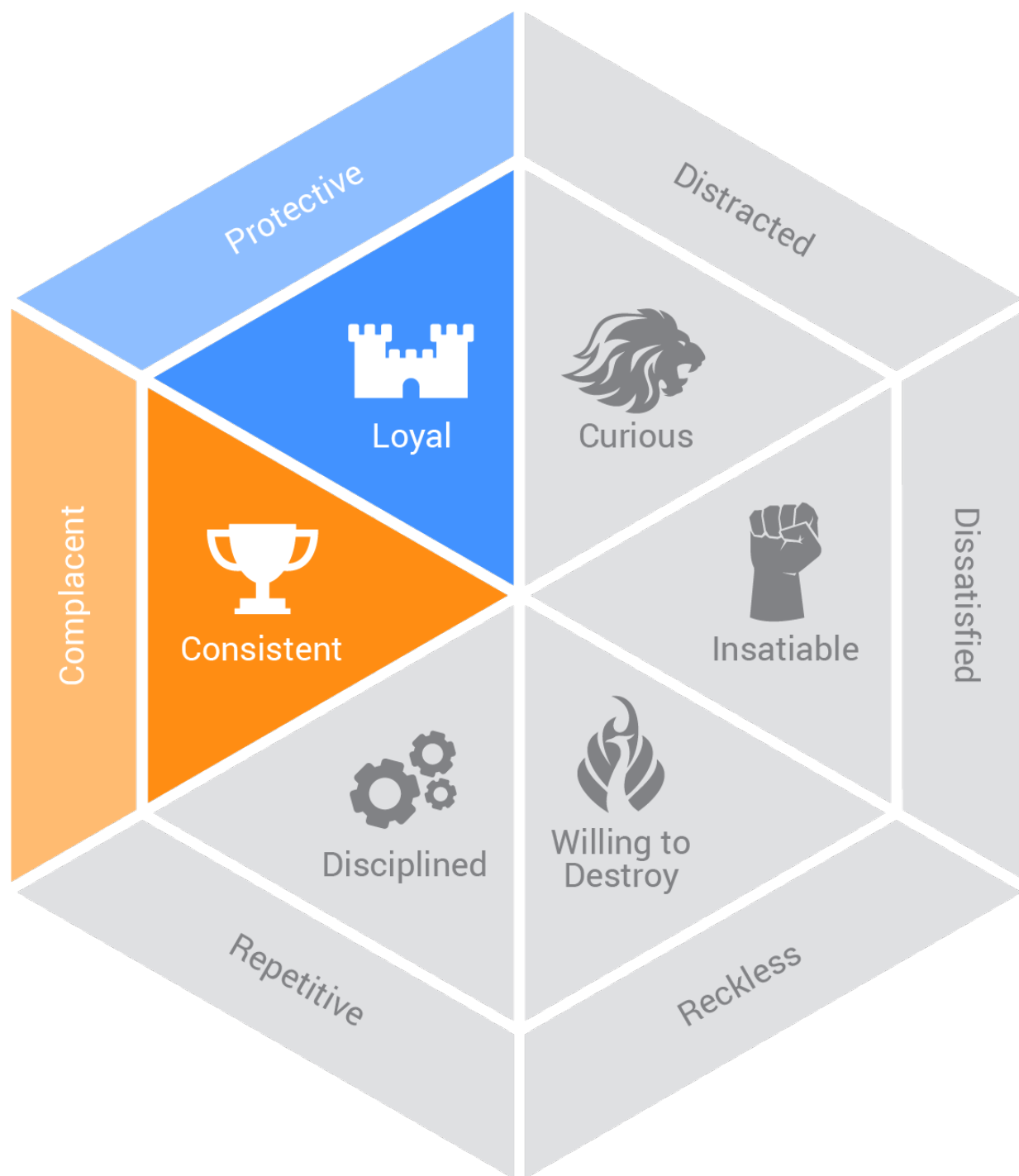


ORGANIZATIONAL ARCHETYPE FOR ACTUAL SAMPLE COMPANY
(SAMPLE = 468 PEOPLE)

LOYAL GATEKEEPER

As a Loyal Gatekeeper, your organization possesses a protective nature that means it is made up of reliable team members. Your organization's complacency is also reflective of the sense of trust and teamwork among different members. While these traits are great for keeping the peace, be cautious of becoming stagnant and stuck in the status quo. Others may perceive the organization as too attached to its ways and unwilling to embrace new ideas and challenges.

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:

Loyal

- Motivated to maintain the highest of standards for all functions within the organization
- Recognized by peers as a dependable, reliable & highly skilled team member

Protective

- Apprehensive to new ideas and change with outcomes that cannot be guaranteed
- May be stuck in comfort zone, relying on traditions and methods of the past

SECONDARY INSTINCTS AND TRAPS:

Consistent

- Demonstrates high levels of success and expertise within role & projects
- Extracts high performance from peers through strategic collaboration

Complacent

- May be perceived as resistant to experimenting or adapting within role or projects
- Relies on past success & strategies to navigate and inspire future endeavors

PRIMARY TRAIT:

Loyal(& Protective)



+ Loyal
- Protective

Balanced

+ Willing to Destroy
- Reckless

Your organization's primary trait is rooted in its protective nature. This trait is characteristic of people who are loyal and dependable. Employees within the organization seek options with a high probability of a secure outcome as a way to minimize risk. Your organization tends to favor tested, proven methods of performance that have proven successful in past. At the extreme, some employees may react in an overly cautious, even fearful manner.

SECONDARY TRAIT:

Consistent (& Complacent)



+ Consistent
- Complacent

Balanced

+ Insatiable
- Dissatisfied

Your organization's secondary trait is rooted in its complacent nature. Employees seek to maintain the success of themselves and the organization by relying on past experience, strategies and habits that returned favorable outcomes. Your team is consistent in its performance, routinely meeting deadlines. The malleable work style and good-natured personalities within your organization often lead to effective collaboration. At the extreme, some employees may lack ambition or motivation to explore new ideas.

AUXILIARY TRAIT: Disciplined (& Repetitive)



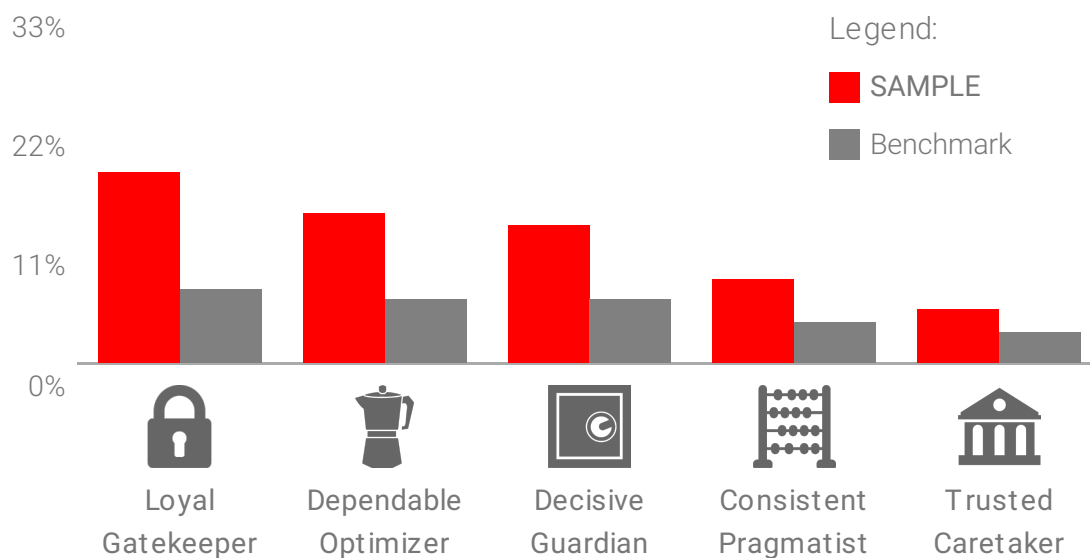
+ Disciplined
- Repetitive

Balanced

+ Curious
- Distracted

Your organization's auxiliary trait is rooted in its repetitive nature. Employees within your organization seek to optimize and are often fond of creating systems and procedures typical of a disciplined approach to projects. This is often expressed through adherence to routines and rituals and/or a desire for consistency. Your employees tend to value dependability and reliability in both themselves and others. At the extreme, some employees within your organization can be resistant to change and too attached to the "tried and true" manner of doing things.

MOST COMMON ARCHETYPES:



Loyal Gatekeeper
Loyal & Consistent

18% vs 7% benchmark

As a Loyal Gatekeeper, you possess a protective nature that makes you a reliable team member. Your complacency generally makes you easy to get along with. While these traits are great for keeping the peace, be cautious of becoming stagnant and stuck in the status quo. Others may perceive you as too attached to your ways and unwilling to embrace new ideas and challenges.



Dependable Optimizer

Consistent & Loyal

14% vs 6% benchmark

As a Dependable Optimizer, your complacent nature makes it easy for you to work with a variety of archetypes, which is supported by your protectiveness, to stay loyal to your team and mindful of others. While these two traits make you a dependable team player, there is opportunity for you to push yourself to try new things that might go against the grain. Colleagues and peers might view the Dependable Optimizer as someone who is reliable but who often plays it too safe to the point of missing out on creating breakthrough success.

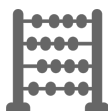


Decisive Guardian

Loyal & Disciplined

13% vs 6% benchmark

As a Decisive Guardian, you possess a protective nature that is demonstrated by taking care of the problems at hand with methods you know to work. Your repetitive nature provides a consistent approach. Be careful of letting these traits overtake your ability to explore new territories and grow. Others may perceive you as a bit controlling or lacking the creative ambition to develop new ways of thinking.



Consistent Pragmatist

Consistent & Disciplined

8% vs 4% benchmark

As a Consistent Pragmatist, your complacent nature makes it easy for you to work with a variety of archetypes, and your repetitive behavior means your colleagues can rely on you. While these traits support positive relationships, push yourself to get out of your routine and bring new ideas forward, instead of simply agreeing and going along with the ideas of others. Some might perceive the Consistent Pragmatist as someone who doesn't experiment enough within their role.



Trusted Caretaker

Disciplined & Loyal

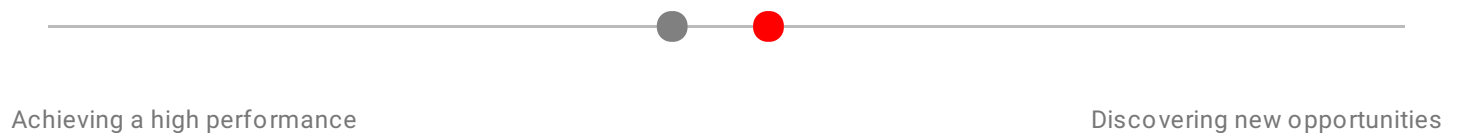
5% vs 3% benchmark

As a Trusted Caretaker, you exhibit a repetitive nature that makes you valued as someone who is reliable and consistent in delivering results. Your protective nature can be interpreted as loyalty, which likely earns you the trust of others. Others may perceive you as lacking an adventurous spirit to drive innovation forward. When seeking to innovate, consider embracing more out-of-the-box ideas and strive to be inquisitive even if your instinct is to remain skeptical.

TOP HUNTER QUESTIONS

A "Hunter" is an individual who is driven by the desire to disrupt the status quo. Hunters are motivated to disrupt and change the way businesses think, strategize, ideate and operate. They are inspired and pushed by the possibility of new opportunity. A Hunter will prioritize expansion, growth and development over maintaining success. They are looking to spread their influence and presence beyond their current market and industry. They move very quickly and are rarely bound to the past or a company's history. Hunters are motivated to meet a demand that doesn't yet exist, fulfill a need others don't see, and connect the dots where others cannot.

1. How do you best define success?



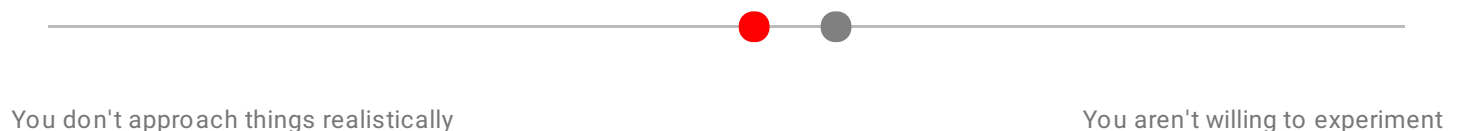
2. Which do you prefer?



3. You inherit a project from someone who left the company, but you want to take it in a new direction. Do you:



4. You're more likely to fail if:



5. You would rather work for a boss who:



Outlines clear expectations and objectives

Is unstructured and flexible

TOP FARMER QUESTIONS

A "Farmer" is an individual who is driven by the desire to optimize their current strategy, objective or purpose. The Farmer is often highly specialized in their craft and is motivated to maintain a high level of success, excellence and predictability. They are driven to update, refine and improve current processes, procedures and rituals to maximize a successful outcome. A Farmer will prioritize proven processes and tested procedures over those that harbor uncertainty and a potential threat. They value the foundations on which their organization was built and are loyal in their efforts to preserve the company's success, achievements and purpose.

1. You can become frustrated with someone who:



2. What do you think is more likely to lead to failure?



3. If a regulation/procedure seems senseless to you, do you:



4. When you think of the future, you tend to be:



5. Which is your bigger strength?



ORGANIZATIONAL QUESTIONS

Percentage of employees who do not feel the company adapts quickly to changes in the market place to remain relevant.



Percentage of employees who do not describe the company as proactive in its approach to innovation.



Percentage of employees who don't know who is responsible for setting and executing the company's innovation strategy.



Percentage of employees who feel innovative ideas are not encouraged within the organization.



Percentage of employees who do not share new ideas with colleagues.



Percentage of employees who do not share new ideas with their superiors.



Percentage of employees who feel they are not provided the time and resources to pursue their ideas.



Percentage of employees who do not feel collaboration among different departments is encouraged or supported.

26%



Percentage of employees who feel the organization does not have a strong innovation strategy.

27%



Percentage of employees who do not feel the company is continuously improving its innovation process.

24%





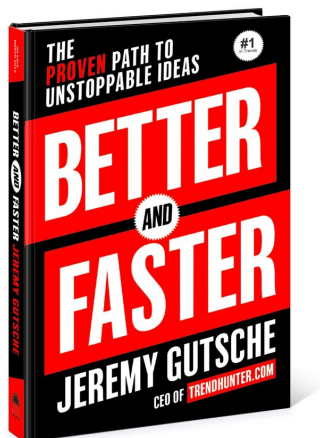
NEXT STEPS



1. IMPROVE YOUR POTENTIAL WITH A TEAM ASSESSMENT WORKSHOP

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.



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.

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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.

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