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.

<table>
<thead>
<tr>
<th>PRIMARY TRAIT</th>
<th>SECONDARY TRAIT</th>
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<tr>
<td>Disciplined</td>
<td>Ideal Agent</td>
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<tr>
<td>Curious</td>
<td>Creative Mind</td>
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<tr>
<td>Consistent</td>
<td>Dependable</td>
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<tr>
<td>Insatiable</td>
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<tr>
<td>Loyal</td>
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<tr>
<td>Willing to Destroy</td>
<td>Whimsical</td>
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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)

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)

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)

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:

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.
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.

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.

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.

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.
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?

- Achieving a high performance
- Discovering new opportunities

2. Which do you prefer?

- The opportunity to play a big role within a specialized project
- The opportunity to play a small role within a variety of projects

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

- Tweak/adjust what’s been done to move forward
- Start over with a blank slate

4. You’re more likely to fail if:

- You don’t approach things realistically
- You aren’t willing to experiment
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:

- [ ] Moves too quickly without thinking things through
- [ ] Doesn’t move quickly enough because of too much planning

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

- [ ] Being too ambitious without planning
- [ ] Being too cautious

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

- [ ] Continue to adhere to the rule
- [ ] Ignore it when it hinders my progress

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

- [ ] A realist
- [ ] An idealist

5. Which is your bigger strength?

- [ ] Executing a plan
- [ ] Thinking of new ideas
ORGANIZATIONAL QUESTIONS

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

34%

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

26%

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

32%

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

21%

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

24%

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

25%

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

32%
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.

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