



THE TEN FACES OF INNOVATION

LEARNING

ANTHROPOLOGIST

Observe, Interact, Look Around

Vuja De – see the common for the first time

Keep a “Bug List” and an “Idea Wallet”

Maintain a Spirit of Curiosity

“The real act of discovery consists not in finding new lands, but in seeing with new eyes.”

– Marcel Post

EXPERIMENTER

Hard Work, Curious Mind

Fail Often to Succeed Sooner

Prototype everything!

“I have not failed, I have merely found ten thousand ways that won’t work.”

– Thomas Edison

CROSS-POLLINATOR

Draw Associations, Make Connections

Wide sets of interests and Avid Curiosity

Bring seemingly unrelated ideas together

“Leave the beaten track occasionally and dive into the woods. Every time you do so, you will be certain to find something that you have never seen before.”

– Alexander Graham Bell

ORGANIZING

HURDLER

Tireless Problem-Solver, Optimist

Quiet Determination, perseverance

Don’t “just do your job”

Do see beyond initial failures

“We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard . . .”

– John F. Kennedy

COLLABORATOR

The team over the individual, shared journey

Multidisciplinary teams

More of a coach than a boss

“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”

– Charles Darwin

DIRECTOR

Big picture thinking

Bring out the best in team members

Give center stage to others

Shoot for the moon and wield a large toolbox

“I dream for a living.”

– Steven Spielberg

BUILDING

EXPERIENCE ARCHITECT

Fend off the ordinary wherever you find it

Facilitate positive encounters with your products, services, organizations, spaces, and events

SET DESIGNER

Liven up the workplace

Promote energetic, inspired culture

“Every organization (and every employee) performs a bit better or worse because of the planning, design, and management of its physical workspace.”

– Franklin Becker

CAREGIVER

The foundation of human-powered innovation

Empathy for individuals

Create relationships

STORYTELLER

Capture imagination with a story (video, narrative, animation, drawing)

Spark emotion and action

“The universe is made of stories, not atoms.”

– Muriel Rukeyser