



The people development people.

Leveraging MBTI® Type for Innovation

Damian Killen & Gareth Williams

20th January 2010



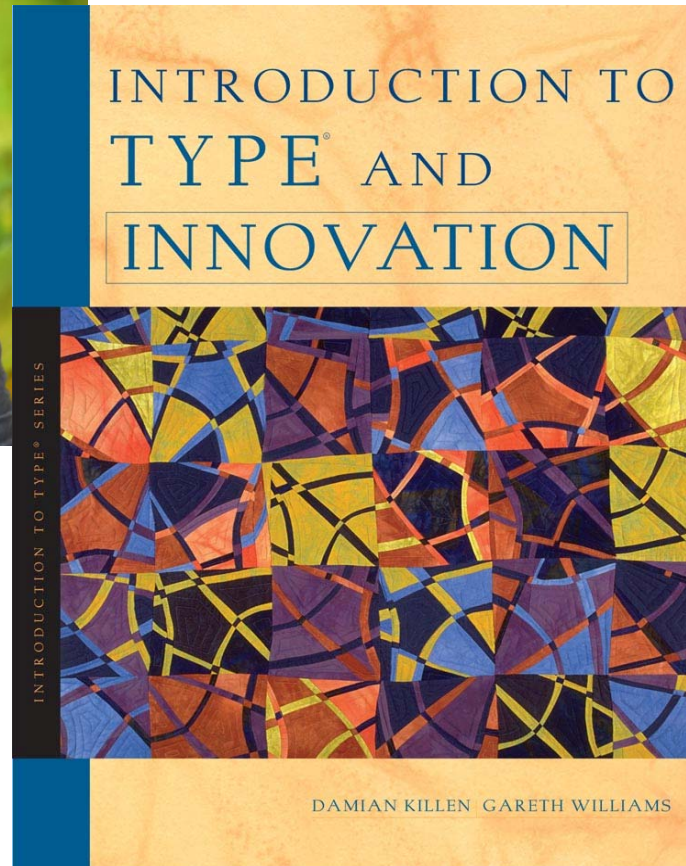
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Welcome



Damian Killen



Gareth Williams

Damian@thriveoninnovation.com +353-1-8456015 Gareth@thriveoninnovation.com



Overview of Session



- **Welcome & Introductions**
- **Defining Innovation**
- **Key concepts – Ideanaut™, Ideascape™, Typescape™**
- **Phases of the Innovation Cycle**
- **Innovationscape™**
- **Questions and Answers**

**Innovation is the
implementation of ideas.**

***An innovative organisation
is one that
continuously implements ideas.***



Ideanaut™



An Ideanaut is someone who knows how to innovate and can explore the Ideascape™.



Astronaut



Ideanaut



What is an Ideanaut?



Someone who:

- Knows how **they** innovate.
- Understands how others may innovate.
- Knows how to use the differences in people in the innovation process.
- Learns how to navigate the Ideascape™ in order to innovate.



An Ideanaut™ knows how to ...

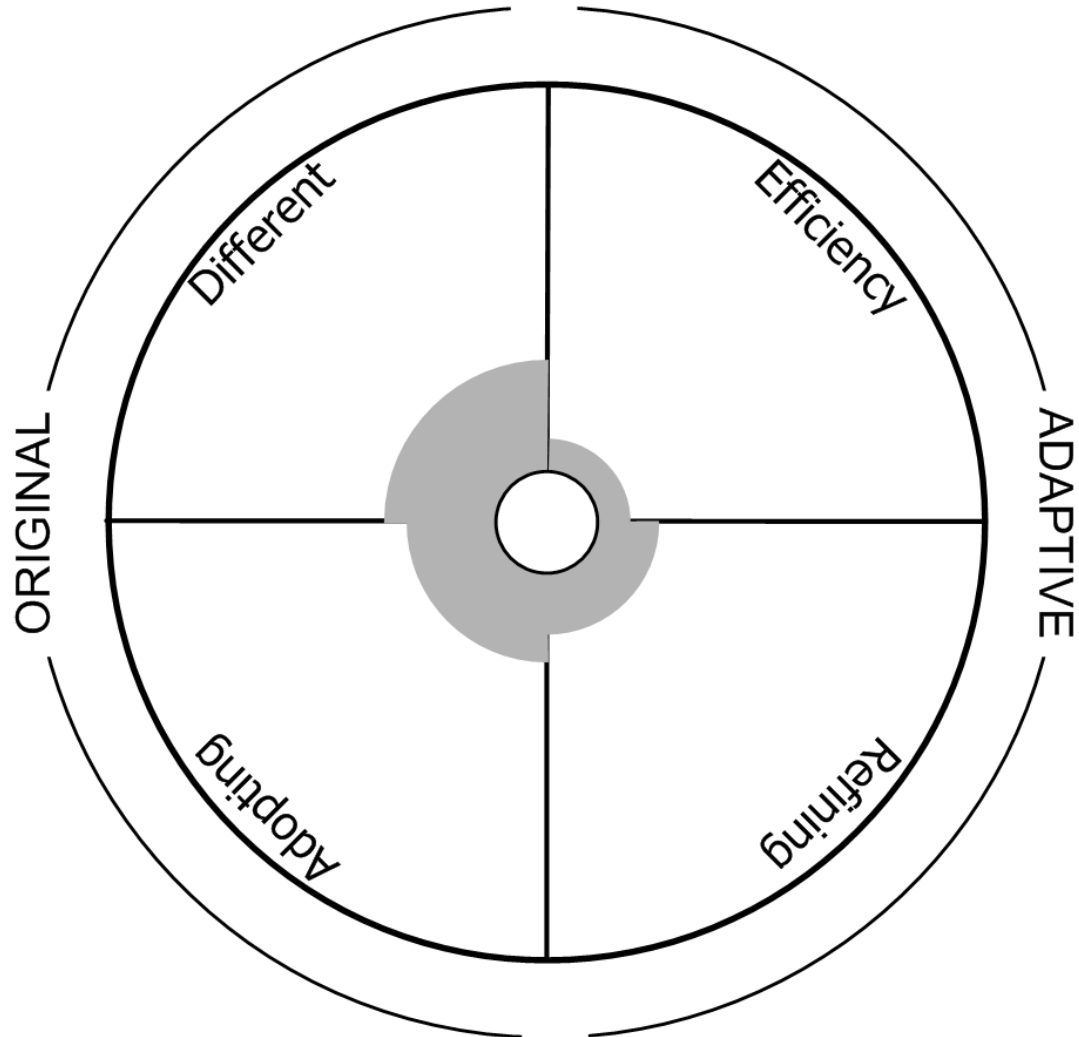


Use the differences in people to Innovate better

- Understand problems – **Define** Issues
- Generate more ideas – **Discover** Alternatives

Generate better quality ideas

- Turn ideas into solutions – **Decide** on the right idea
- Get solutions implemented – **Deliver** results





Four Classes of Ideas



Efficiency

**Doing the right things
and doing them right.**

Refining

Doing things better.

Adopting

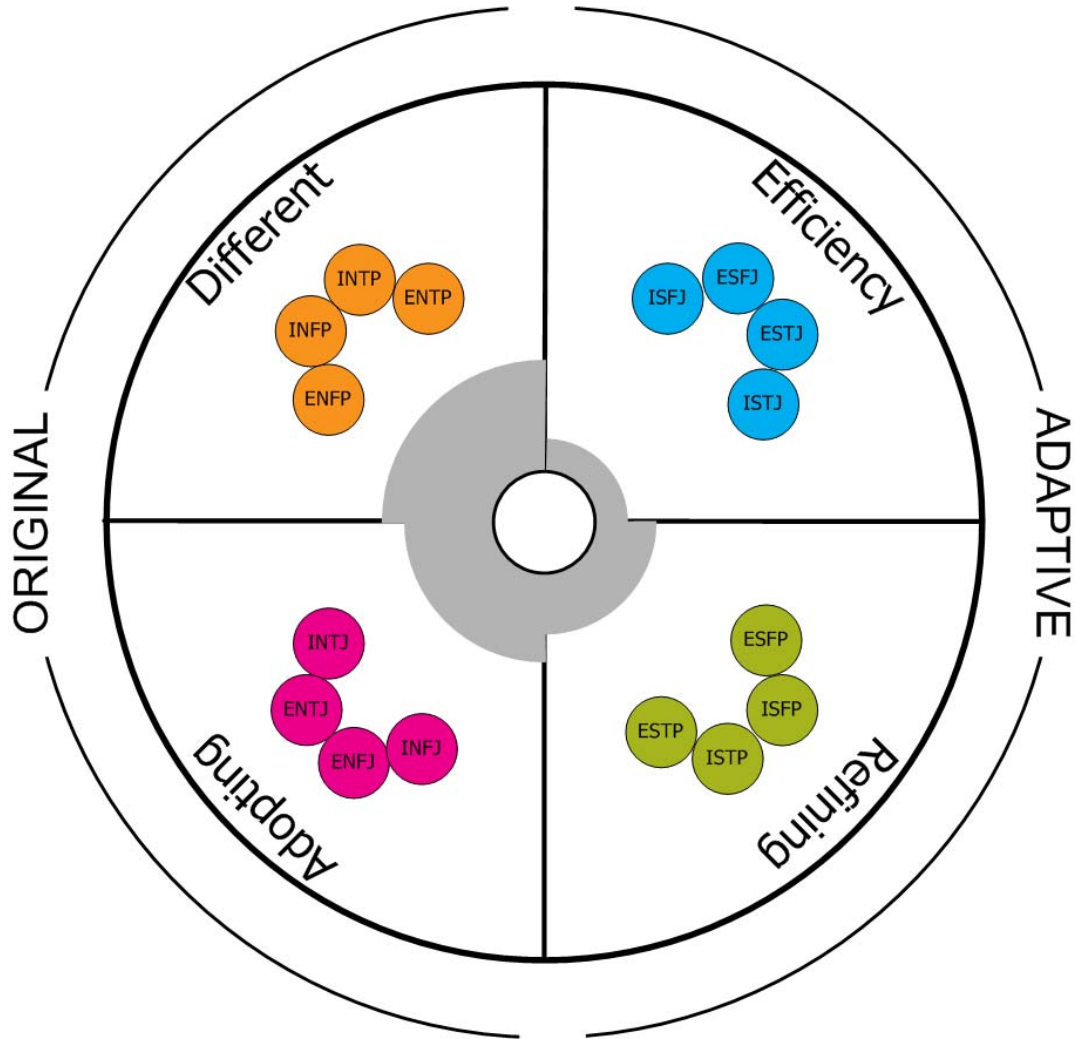
**Doing things others
are doing elsewhere.**

Different

**Doing things
no one else is doing.**



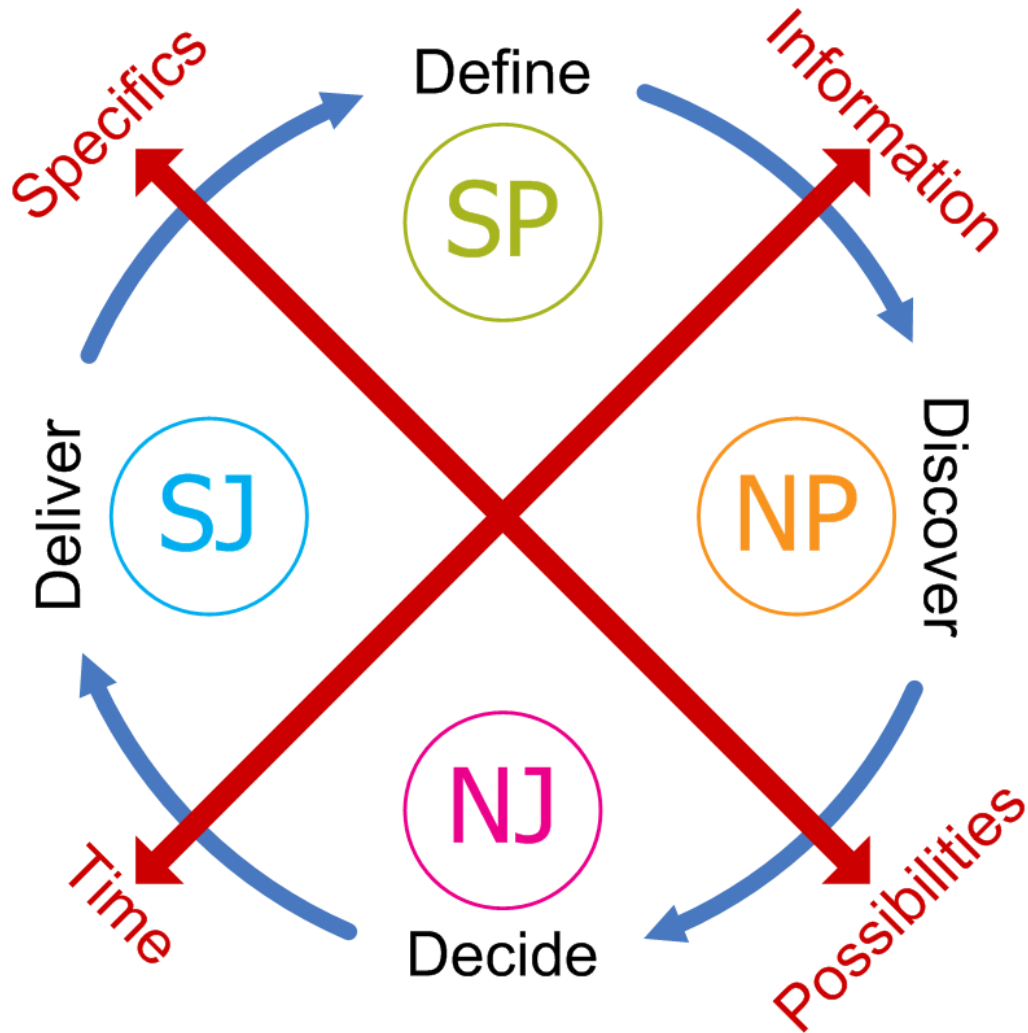
Ideascape™ & Type



Killen & Williams, 2008



The Innovation Cycle



Killen & Williams, 2008



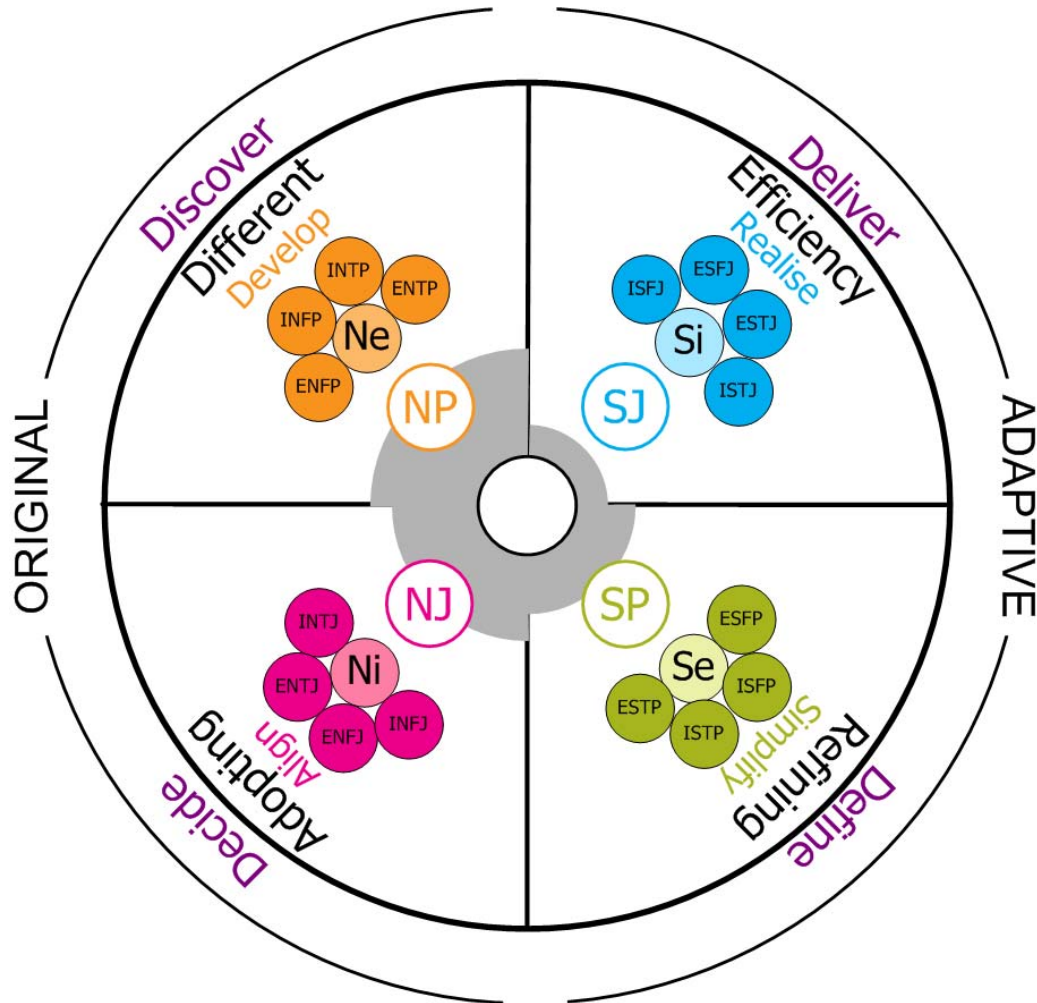
Innovation Attitudes



	SJ	SP	NJ	NP
<i>Trust</i>	Past experiences	Current realities	Timeless connections	Future possibilities
<i>Need</i>	Concrete information	Stimuli	Vision of what might be	Encouragement to explore
<i>Offer</i>	Memory bank	Practical improvements	Imaginative outcomes	Highlight emerging potential
<i>Focus</i>	Implementing solutions	Gathering sufficient information	Choosing the right direction	Generating ideas
<i>Energy</i>	Deliver	Define	Decide	Discover
<i>To be a complete innovator</i>	Have patience with “irrelevant” idea generation and delay judgement on what will work	Make a leap of faith when it is impossible to know everything	Explain step-by-step to insure everyone has the full picture	Recognise that a solution found is not the end, it needs implemented



Innovationscape™



Killen & Williams, 2008