



## The Innovation Equation

### The Innovation Equation: Creativity x Risk Taking=Innovation

While you may think that being creative means being artistic and getting in touch with your inner child and that being a risk taker is all about thrill seeking activities like bungee jumping and/or race car driving, by the time this session is finished, you will, hopefully, reframe these two constructs and learn how to use them to your advantage in creating innovative applications for yourself and the teams you work on and the people you work with.

As today's organizational challenges become increasingly difficult to manage, organizations need innovative solutions to stay competitive. They need to move beyond current ways of doing business to find new ways of doing business that will help ensure future success.

In this session we will talk about how to assess innovative strengths of each contributor; how to *activate* the seven creativity and risk-taking drivers that impact the capacity to innovate; and spend a little time talking about applications to you, personally and the teams you work on and with. You have to be ready to look in the mirror to see just how creative and how much risk you are willing to take as individuals and as a team in order to move to the next level of asking yourself and others around you...what do we need to do to be as innovative as we need to be.

### Your Creatrix™ Profile

Take this simple questionnaire (overleaf) to begin determining your individual orientation.

This self-assessment contains ten questions from the original Creatrix Inventory©. Although the complete Creatrix Inventory© has fifty-four questions and is much more comprehensive, this quick questionnaire will give you a fairly accurate reflection of your risk-taking and creativity propensities.

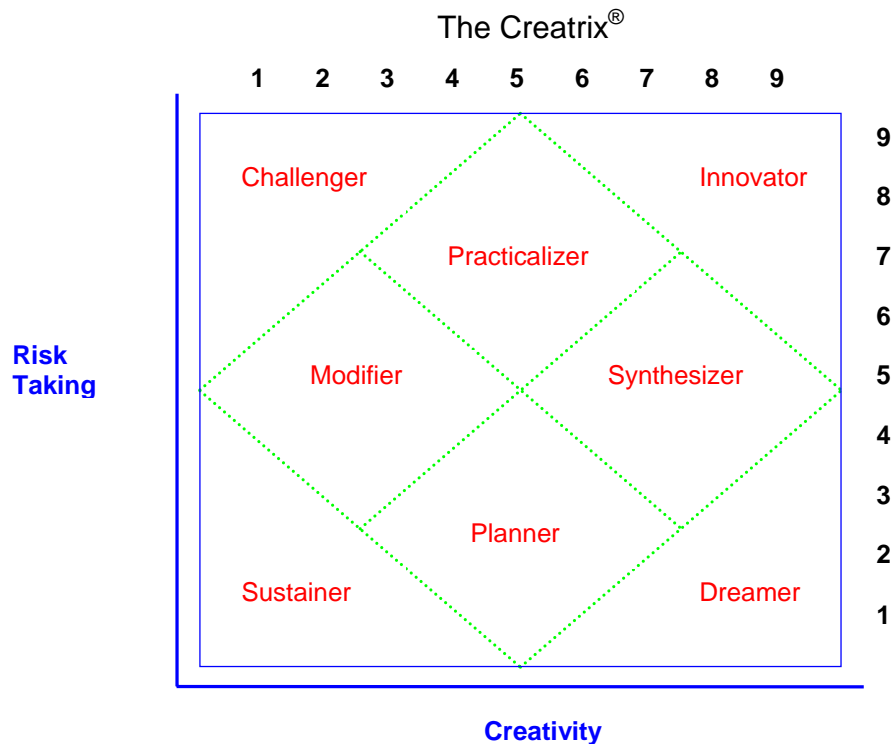
Don't think too much about the questions or answers. Remember, there are no right or wrong answers—simply different preferences. Go with your first intuition, its usually most accurate. It should take no more than five minutes to complete.

## Your Creatrix™ Profile

Your Creatrix™ Profile			Strongly Disagree		Somewhat Disagree		Somewhat Agree		Strongly Agree	
	Creatrix Inventory® Question	1	2	3	4	5	6	7	8	9
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

When you have answered each question, add the numerical value of the responses in each of the headings for the odd numbered questions. Divide this number by five. This is your risk-taking score. Next, do the same for the even numbered questions. This is your creativity score. Then plot these scores on the Creatrix Inventory® below.

Plot yourself on the grid below using your own calculated scores.



## The Eight Creatrix® Orientations:

<b>Challengers</b> <ul style="list-style-type: none"> <li>• Have the attitude of “do it”—if we do nothing we will lose out</li> <li>• Get excited about new ideas—most often to drive home the ideas of others</li> <li>• May take on too many ideas and can find it difficult to complete all of them</li> </ul>	<b>Innovators</b> <ul style="list-style-type: none"> <li>• Have a new idea every minute</li> <li>• Always think they can figure out how they can make things happen</li> <li>• Keep an organization off balance—not always a good thing</li> <li>• Can hit the “Grand Slam”</li> </ul>
<b>Sustainers</b> <ul style="list-style-type: none"> <li>• Usually prefer stability to change</li> <li>• Take chances only when necessary</li> <li>• Appreciate what has worked in the past. Often feel change is done for its own sake</li> <li>• Hold an organization accountable and true to its mission</li> </ul>	<b>Dreamers</b> <ul style="list-style-type: none"> <li>• Are creative—constantly coming up with new ways to do things</li> <li>• Strong on ideas, not strong on how to get them accomplished</li> <li>• Can be the creative juice for the organization, but need to partner with people who can execute the ideas</li> </ul>
<b>Modifiers</b> <ul style="list-style-type: none"> <li>• Add value by making incremental improvements</li> <li>• Like to test the waters as a first step</li> <li>• Don't take risks unless the benefits outweigh the current state of affairs</li> </ul>	<b>Practicalizers</b> <ul style="list-style-type: none"> <li>• Like changes—but not too many all at once</li> <li>• Are willing to try something new, but look for the practical</li> <li>• Will come up with creative ideas but do not consider this their strength</li> </ul>
<b>Synthesizers</b> <ul style="list-style-type: none"> <li>• See possibilities in everything</li> <li>• Create by putting things together—often unusual combinations that work in new ways</li> <li>• Will drive an idea home but not at all costs—are more cautious than the Innovator</li> </ul>	<b>Planners</b> <ul style="list-style-type: none"> <li>• Believe that an idea has merit if it fits within the plan</li> <li>• Want information and data before making a decision or taking a risk</li> <li>• Will come up with creative ideas within known parameters</li> </ul>

## The Seven Drivers of Creativity & Risk Taking








### Creativity Drivers

Ambiguity:	Able to operate with uncertainty and vagueness—don't require highly-structured organizations, goals or objectives to accomplish or create things, ideas, services or products
Independence:	Not subject to the control or influence or determination of another or others—will not subordinate themselves—don't like to be managed
Inner-Directed:	Determine their own expectations and norms—march to the beat of their own drummer
Uniqueness:	Appreciate and value differences—value uniqueness in both self and others

### Risk-Taking Drivers

Authenticity:	Being what you purport to be: genuine—"walk your talk"—"tell it like it is"
Resiliency:	The capacity to spring back, rebound and to successfully adapt and learn even in the face of adversity and stress
Self-Acceptance:	Approving and/or satisfied with your behaviors or actions — "liking yourself"

### Innovative Capacity Continuum

		Ambiguity
		Independence
		Inner-Directed
		Uniqueness
<b>Creativity Drivers</b>		
		Authentic
		Resilient
		Self-Accepting
	<b>Risk-Taking Drivers</b>	

These seven drivers of creativity and risk taking are at the heart of every organization's culture.

Both the organization's culture as well as the individuals within it impacts an organization's ability to innovate.

Learning how to activate the drivers will foster greater creativity and risk taking and is what building innovative capacity is about.

Place an **X** on each continuum for yourself and an **O** for how you perceive the organization or team that you work in.