

**TRENDHUNTER**

# INNO- VATION

# ASSESS- MENT



Organization Name

# WELCOME TO YOUR TEAM INNOVATION ASSESSMENT

Discover your innovation archetype & specific tactics to realize your potential, faster. Plus, see how you and your organization compares to the world's top innovators.

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# 00/ Understanding Your Organization's Results

The Organizational questions within the Team Overview compile the group's individual results relating to how they perceive their company's innovation strategy. These questions provide valuable insight relating to cultural gaps employees feel exist within the organization.

ORGANIZATION NAME

## Character Traits

### Farmer

- The "**Farmer**" mentality is rooted in a desire to sustain the success and optimize the strategy of their organization. The Farmer is often highly specialized in their craft and is motivated to maintain an elevated level of success, excellence and predictability. 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. The "Farmer" mentality is more likely to exist in legacy organizations or established brands.

### Hunter

- The "**Hunter**" mentality is rooted in a desire to move quickly and fix later. 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 move very quickly and are rarely bound to the past or a company's history. The "Hunter" mentality is more likely to exist in smaller organizations, often start-up environments.

## Top Farmer & Top Hunter Questions

All individuals and organizations possess Farmer and Hunter traits to varying degrees. The 'Top Farmer' and 'Top Hunter' questions on Team Overviews highlight where a group of people skew more towards the Farmer or Hunter tendencies. This feature of the overview is an effective way to pinpoint key differences within the group. When reading these results, your team's score is reflected where the red circle falls; the gray circle represents the average of all Assessment participants.

# FARMER'S

## INSTINCTS & TRAPS

### 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

### 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

### REPETITIVE

- Resistant to exploring untested methods or ideas due to the uncertainties of risk or loss
- Perceived as stubborn when it comes to exploring new ideas or projects

### CONSISTENT

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

### LOYAL

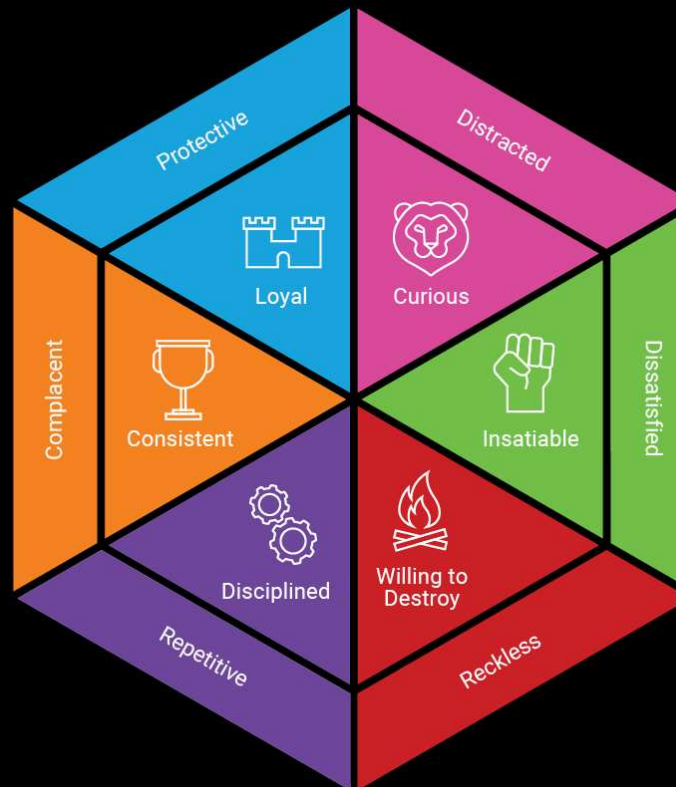
- Motivated to maintain the highest of standards for all functions within the organization
- Recognized by peers as a dependable, reliable & highly skilled team member

### DISCIPLINED

- Highly strategic in implementing and executing new strategies yielding successful results
- Effectively optimizes routines, methods & systems to ensure stability & high success rates

# THE INNOVATION ASSESSMENT

The assessment reveals your innovation archetype, strengths, blind spots and comparisons.



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# HUNTER'S

## INSTINCTS & TRAPS

### CURIOUS

- Strong desire to learn new things & question the status quo
- Motivated to explore unknown paths to identify insight & potential that others often overlook

### INSATIABLE

- Motivated to begin new projects and to gain new skills and experiences
- Demonstrates initiative, adaptability and determination with new projects & ideas

### WILLING TO DESTROY

- Consistently looking to the future to reinvent & capture new opportunities
- Demonstrates flexibility & resilience in the face of loss, failure or uncertainty

### DISTRACTED

- Easily distracted, resulting in time management & productivity issues
- Struggles to make decisions, which can prevent progress or implementation of ideas

### DISSATISFIED

- Moves too quickly without consulting relevant stakeholders or considering all outcomes
- Grows dissatisfied and impatient easily, resulting in a lack of predictability among peers

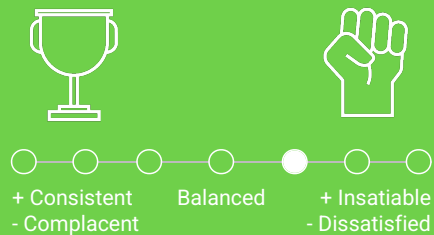
### RECKLESS

- Prone to bypass procedures, protocols and the needs of others in favor of action
- Perceived as reckless, impulsive and even negligent by peers

# 01/ Executive Summary

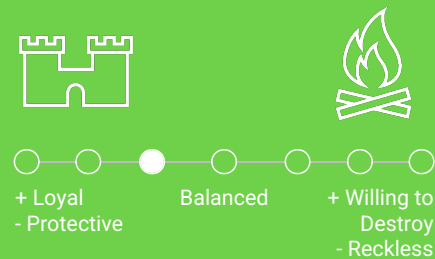
Organizational Archetype for Organization Name  
(Sample = 19 People)

## Primary Trait INSATIABLE (& DISSATISFIED)



Your primary trait is rooted in your insatiable nature. This is often expressed through experimental tendencies and a desire to push new ideas and projects forward quickly. You're likely highly ambitious in the objectives you set for yourself, acting with determination and purpose. At the extreme, you may become impatient and restless when progress or change is delayed.

## Secondary Trait LOYAL (& PROTECTIVE)



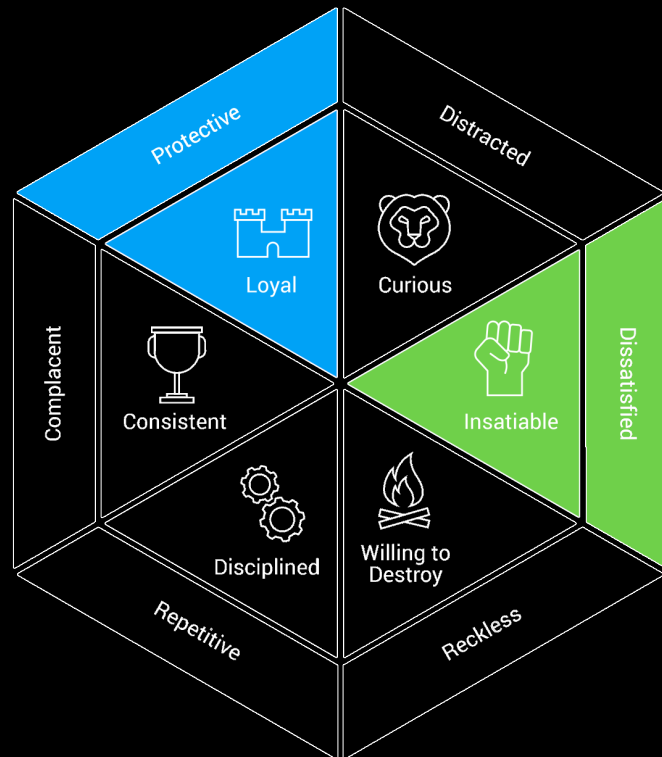
Your secondary trait is rooted in your protective nature. This trait is characteristic of someone who is loyal and dependable. You seek options with a high probability of a secure outcome as a way to minimize risk. You tend to favor tested, proven methods of performance that have proven successful in past. At the extreme, you can react in an overly cautious, even fearful manner.

# Cautious Explorer

As a Cautious Explorer, your organization possesses an insatiable nature that motivates its members to capitalize on new opportunities and tackle new challenges, but your organization's protective tendencies ensure that members avoid risk that could jeopardize longterm success. Be careful that your organization is not resisting these new ideas simply because they present some risk -- members could learn and grow from the experience; remember that we often need to accept some risk for a greater reward. Some might perceive Cautious Explorers as ambitious thinkers, but less action-oriented when push comes to shove.

|               |                                 |                        |                             |                           |                        |                            |                        |
|---------------|---------------------------------|------------------------|-----------------------------|---------------------------|------------------------|----------------------------|------------------------|
|               | 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 Voyager          | Steadfast Performer    | Inquisitive Facilitator    | Consistent Pragmatist  |
| PRIMARY TRAIT | 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                 |                        |                             |                           |                        |                            |                        |

# 02/ Organizational Primary & Secondary Traits



## Primary Instincts And Traps:



### Insatiable

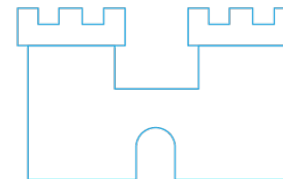
- Motivated to begin new projects and to gain new skills and experiences
- Demonstrates initiative, adaptability and determination with new projects & ideas

ORGANIZATION NAME

### Dissatisfied

- Moves too quickly without consulting relevant stakeholders or considering all outcomes
- Grows dissatisfied and impatient easily, resulting in a lack of predictability among peers

## Secondary 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

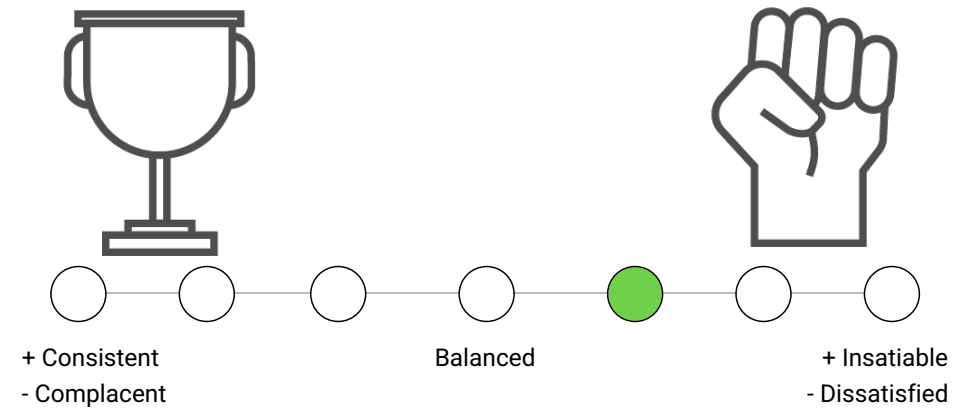
- Apprehensive to new ideas and change with outcomes that cannot be guaranteed
- May be stuck in comfort zone, relying on traditions and methods of the past

# 03/ Primary Trait Deep Dive

ORGANIZATION NAME

## Insatiable (& Dissatisfied)

Each trait represents a trade off between a Hunter and a Farmer tendency. The green indicator shows how strongly you scored on that particular trait.



Your primary trait is rooted in your insatiable nature. This is often expressed through experimental tendencies and a desire to push new ideas and projects forward quickly. You're likely highly ambitious in the objectives you set for yourself, acting with determination and purpose. At the extreme, you may become impatient and restless when progress or change is delayed.

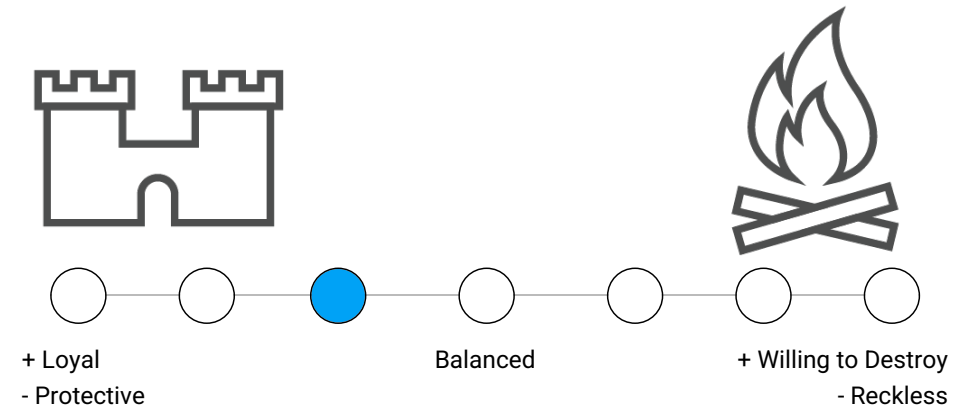
# 04/

## Secondary Trait Deep Dive

ORGANIZATION NAME

### Loyal (& Protective)

Each trait represents a trade off between a Hunter and a Farmer tendency. The blue indicator shows how strongly you scored on that particular trait.



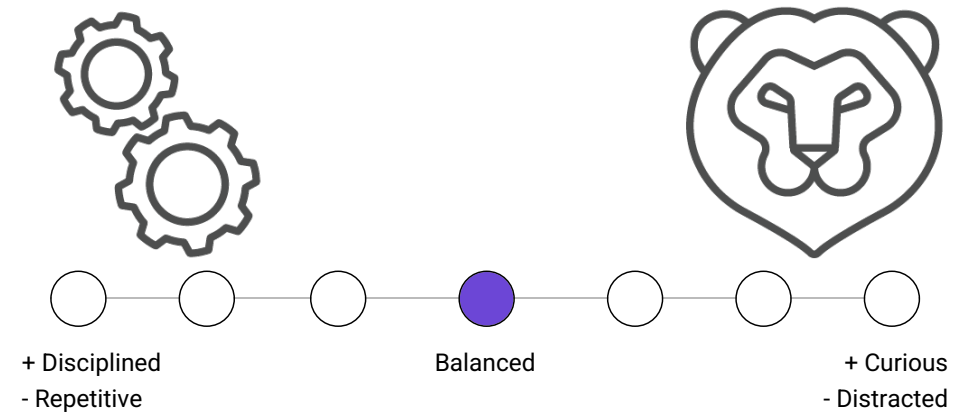
Your secondary trait is rooted in your protective nature. This trait is characteristic of someone who is loyal and dependable. You seek options with a high probability of a secure outcome as a way to minimize risk. You tend to favor tested, proven methods of performance that have proven successful in past. At the extreme, you can react in an overly cautious, even fearful manner.

# 05/ Auxiliary Trait Deep Dive

ORGANIZATION NAME

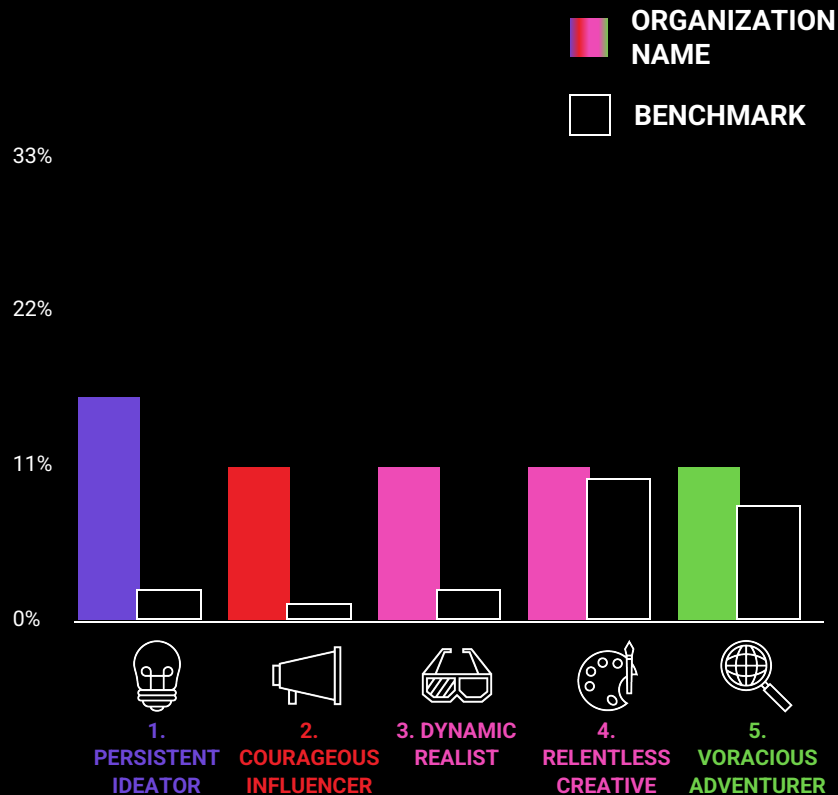
## Disciplined (& Repetitive)

Each trait represents a trade off between a Hunter and a Farmer tendency. The purple indicator shows how strongly you scored on that particular trait.



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.

# 06/ Your Team's Most Common Archetypes



## 1. PERSISTENT IDEATOR

**Disciplined & Insatiable**  
16% vs 2% benchmark

As a Persistent Ideator, you possess a repetitive nature that helps you to deliver consistent results while your insatiability keeps you hungry to develop new approaches. While this ensures predictable success, be cautious of adhering to routine all the time as it can often hinder breakthrough successes and new opportunities. Some peers may perceive the Persistent Ideator as too methodical in their approach so be mindful and push yourself to act on your ideas even if they may go against the grain.

## 2. COURAGEOUS INFLUENCER

**Willing to Destroy & Consistent**  
11% vs 1% benchmark

As a Courageous Influencer, you exhibit a willingness to destroy that gives you the ability to view problems from a brand new perspective. Your complacent nature can signal either contentment with the status quo, or possibly a lack of focus on how to improve the current situation. These opposing characteristics can complement one another, however others may perceive you as overly assertive if the destruction tendency is too strong. One takeaway is to consider which characteristic you are tapping into and when is the appropriate situation to take advantage of each.

## 3. DYNAMIC REALIST

**Curious & Consistent**  
11% vs 2% benchmark

As a Dynamic Realist, you possess a curious nature that allows you to approach your work with imagination, creativity and an open mind which balances well with your ability to work with a variety of archetypes. While this balance makes you a valued team player, push yourself to share more of your creative ideas. Peers and colleagues might perceive the Dynamic Realist as thoughtful and creative, but too attached to their routine and way of doing things.

## 4. RELENTLESS CREATIVE

**Curious & Insatiable**  
11% vs 10% benchmark

As a Relentless Creative, you possess a curious nature that allows you to approach your work with imagination, creativity and an open mind. This is further supported/influenced by your insatiable nature which motivates you to act on your ideas and the new opportunities that are often overlooked by others. While these two traits create a path to accelerated innovation, be careful that you're not exploring opportunities that are too similar – push yourself to branch out. Others might perceive the Relentless Creative as too pushy or hasty with their ideas.

## 5. VORACIOUS ADVENTURER

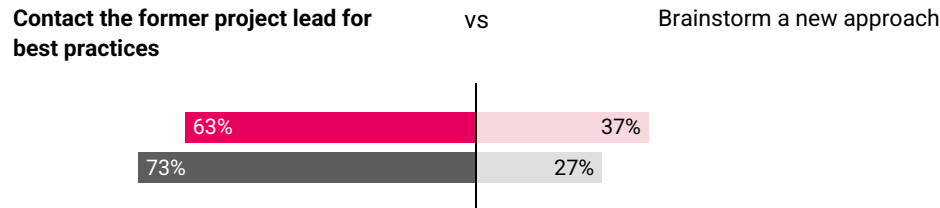
**Insatiable & Curious**  
11% vs 8% benchmark

As a Voracious Adventurer, you possess an insatiable nature that motivates you to capitalize on new opportunities and tackle new challenges. Your curiosity supports this by enabling you to pursue the areas of opportunity that are often overlooked or dismissed by others. Be careful that you're not rushing your decisions or actions and that you're taking a disciplined approach. Peers or colleagues might perceive the Voracious Adventurer as too unpredictable and rushed.

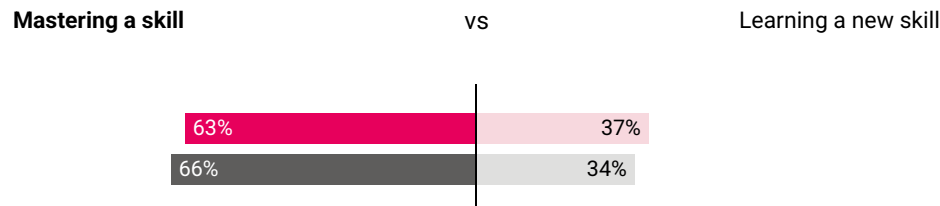
## Top Farmer Questions

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.

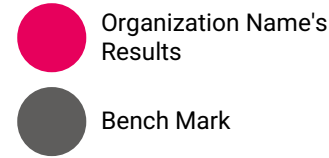
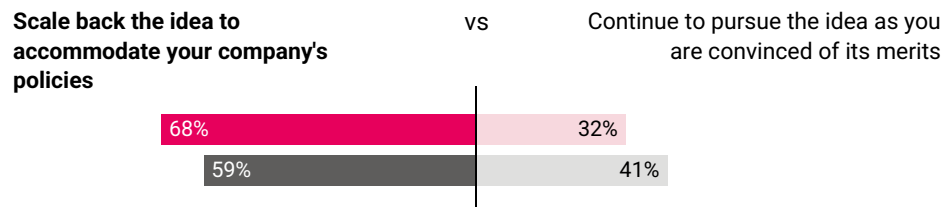
**You take over a project and you encounter a serious roadblock. Your first instinct is to:**



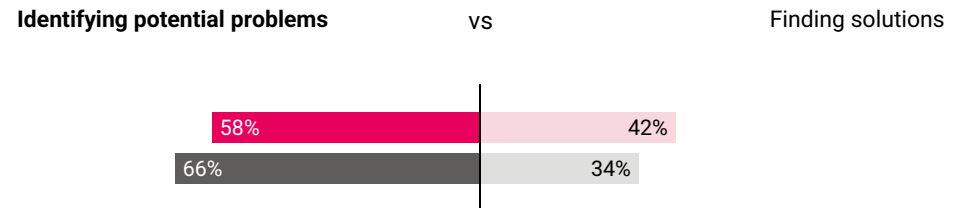
**What do you prefer?**



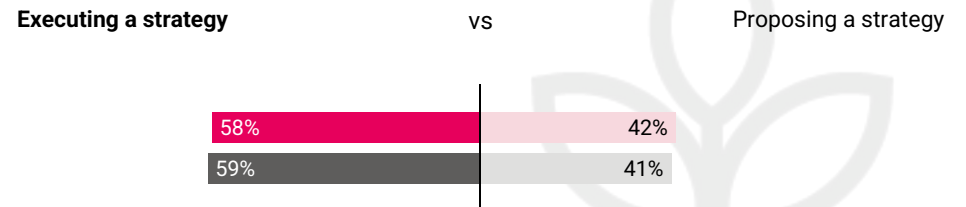
**You've come up with a new idea that could substantially increase sales, however your boss finds it unconventional. Do you:**



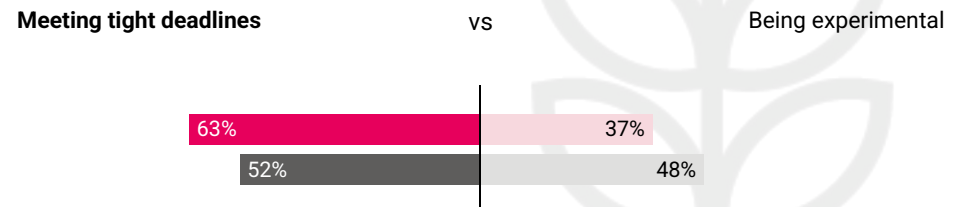
**You are better at:**



**When approaching a project, you add the most value by:**



**What is your bigger strength?**



## 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.

### 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 vs Start over with a blank slate



### You feel satisfied when you can:

Turn in something that is excellent vs Move quickly & fix later



### A team member has suggested an impractical solution - You respond by:

Outlining the potential risks and obstacles vs Letting them test the idea even if you think it might fail



Organization Name's Results

Bench Mark

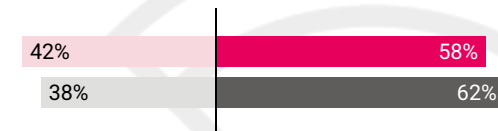
### What do you think is more likely to lead to failure?

Being too ambitious without planning vs Being too cautious



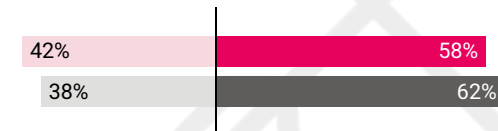
### Which do you prefer?

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



### Do company guidelines and protocols:

Support your ideas/strategies vs Hinder your progress



## Top Organizational Questions

This section highlights some of the organizational results for your team. How do employees internalize innovation? Is there a clear understanding of innovation expectations and objectives across the organization? Is there alignment around your innovation process? These results identify a gap or disconnect that may exist among your employees – ultimately hindering your ability to innovate. Leverage these results to align your team, culture and innovation goals.

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

2%

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

0%

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

2%

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

2%

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

2%

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

2%

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

2%

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

2%

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

2%

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

2%

# 07/

## Our Ongoing Study

See how you compare to the world's top innovators.



# 110,150

global participants have completed the assessment



## 35%

are double hunters



## 40%

are double farmers



## 24%

are a hybrid of both



## 45%

of respondents are not provided time or resources to pursue new ideas



## 71%

of respondents are from North America. That's the biggest innovation market in the world



# 3,055

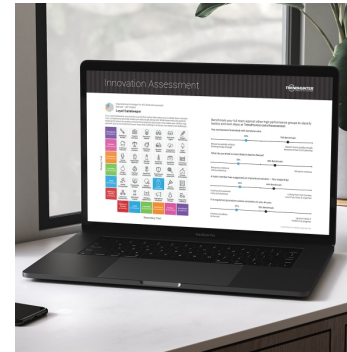
participants are cautious explorers you're among the 2.7%



## 3%

of participants are zealous quarterbacks

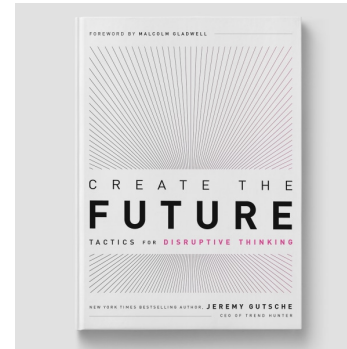
# 08/ Your Next Steps



## 1. IMPROVE YOUR POTENTIAL WITH A TEAM ASSESSMENT

Our team assessments provide invaluable insight into your company's innovation style, its strengths, opportunities and employee perceptions on your company's innovation culture. Curious about how specific teams compare to one another? We can compare executive teams to managers, Millennials to Boomers, to better diagnose the gaps and opportunities within your innovation strategy and culture.

<https://www.innovationassessment.com>



## 2. JOIN 10,000,000+ INSPIRED BY OUR KEYNOTES AND BOOKS

What great ideas are so close within your grasp?

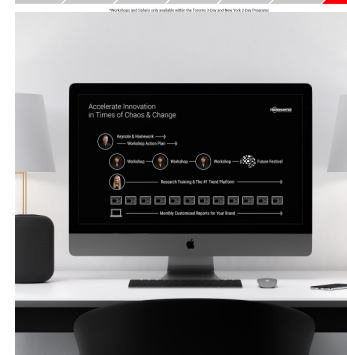
There are hidden patterns and clues that could lead you to your full potential – and sooner. Get the book, or join millions of people in watching our top innovation keynote videos online. You will learn how to better interpret your assessment results and how to get BETTER by exploring how to overcome 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 team's 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 8,000 projects, helping 750 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>

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