

TRENDHUNTER

INNO- VATION

ASSESS- MENT



SAMPLE ASSESSMENT
is a Masterly Overseer

WELCOME TO YOUR 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.

SAMPLE ASSESSMENT's Innovation Assessment

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00/ Understanding Your Results

The individual questions within the overview compile the individual's 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.

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/ Your Innovation Archetype

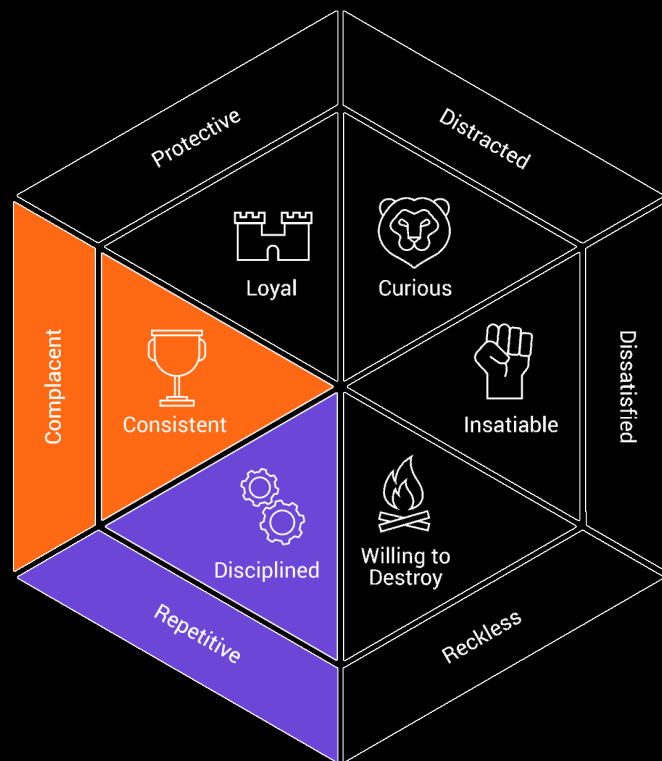
Masterly Overseer

As a Masterly Overseer, you possess a repetitive nature that helps you to deliver consistent results and your complacency makes it easy for you to work with a variety of archetypes. While these traits make you a valued team player, be aware that these traits may not be conducive to creating breakthrough ideas. Some colleagues may view the Masterly Overseer as too set in their ways to initiate innovative projects or push forward new ideas.

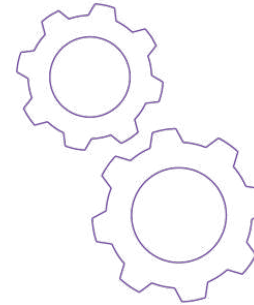
5.4%
of people
innovate
like you

PRIMARY TRAIT	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 Voyageur	Steadfast Performer	Inquisitive Facilitator	Consistent Pragmatist
	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/ Your Primary & Secondary Traits



Primary Instincts And Traps:



Disciplined

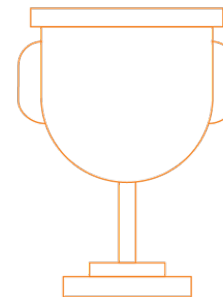
- Highly strategic in implementing and executing new strategies yielding successful results
- Effectively optimizes routines, methods & systems to ensure stability & high success rates

SAMPLE ASSESSMENT

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

Secondary Instincts And Traps:



Consistent

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

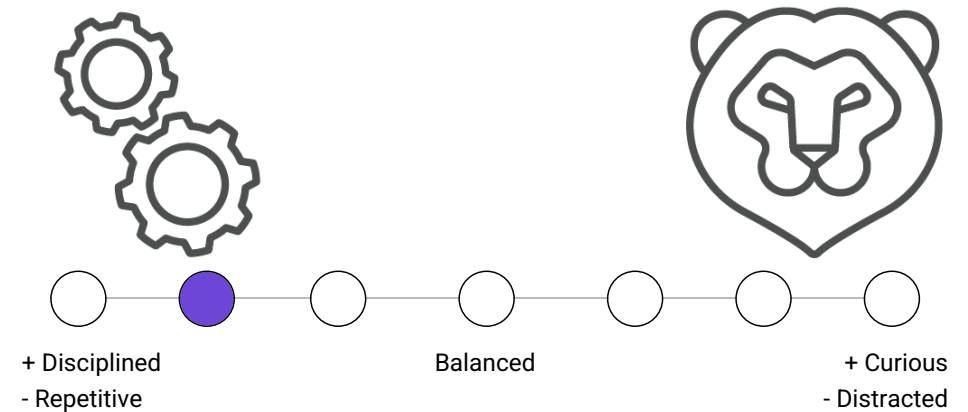
Complacent

- May be perceived as resistant to experimenting or adapting within role or projects
- Relies on past success & strategies to navigate and inspire future endeavors

03/ Primary Trait Deep Dive

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 primary trait is rooted in your repetitive nature. You 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. You tend to value dependability and reliability in both others and yourself. At the extreme, you can be resistant to change and attached to the "tried and true" manner of doing things.

Vision & Intrinsic Motivation for Disciplined (& Repetitive)

INSTINCTIVE STRENGTHS

- Setting yourself up for success relies on setting realistic and practical objectives. Your pragmatic approach to projects, challenges and opportunities means that your colleagues and organization can depend on you to deliver the results needed. You feel valued and accomplished when a project meets its targets and deadlines. You're motivated by the end result, which requires you to effectively execute a plan and stay on schedule. You're skilled at crafting plans down to even the smallest of details. Your diligent organizational skills and attentive preparation have an important influence on the success of your projects.

INSTINCTIVE TRAPS

- Being practical and realistic is key to developing long-term success, but it can also lead to a lack of creativity and inspiration – two things that could make your work become routine and you could become potentially stagnant. Be aware that while you feel a responsibility to consistently deliver high quality results, major breakthroughs often require straying from the traditional path and embracing uncertainty. The experience of trying something new and failing could benefit you more in the long run, exposing you to new lessons and perspectives. While carefully laid out plans allow you to stay on schedule and improve the chances of a successful outcome, remember that at times a rigid plan can hinder creativity or out-of-the-box thinking.

NEXT STEPS

- While your pragmatic approach offers stability, don't let it hinder yourself from asking "what if" on your next project; a significant element of growth and progress relies on taking chances and stirring the pot. While work often demands the efficient and successful delivery of a project, don't overlook the opportunity to brainstorm fresh approaches. Your expertise in carrying out a plan and meeting objectives could complement a new idea from a peer, ultimately creating a more collaborative environment. While you play an instrumental role in keeping projects on track, be sure to take into account the "laid back" style of some of your peers when managing projects. Remember that growth doesn't happen in your comfort zone, so be sure to stretch and embrace new challenges even if they may seem unfamiliar.

Skills, Development & Growth for Disciplined (& Repetitive)

INSTINCTIVE STRENGTHS

- Mastering your craft is very important to you. You enjoy deep-diving into a specific project, dedicating large amounts of time and energy. As a result, you offer your organization a heightened understanding and competence in a specific area. One of your strengths is successfully executing a plan. You've been successful in identifying the best practices to achieve the results you seek.

INSTINCTIVE TRAPS

- While dedication towards mastery makes you strong in your field of expertise, be cautious of limiting yourself as it could affect your versatility and ability to adapt down the road. While your strength at executing a plan is relied on by others, it is also important to be open to new methods when looking to meet your goals. Failing to involve yourself in both ideation and strategy could limit your development and the opportunity to learn new skills.

NEXT STEPS

- While carving out a niche for yourself within an organization is important, allow yourself the chance to continue developing both professionally and personally. Prioritize a couple hours per week or a few days per month to really explore something outside your expertise. This will help keep you curious and motivated. While your success at meeting objectives and executing a plan is recognized by many, don't miss out on the opportunity to embrace new ideas that may take a project in a different direction.

Your mastery of
execution transforms
ideas to reality.

Working With Others & Organizational Behavior for Disciplined (& Repetitive)

INSTINCTIVE STRENGTHS

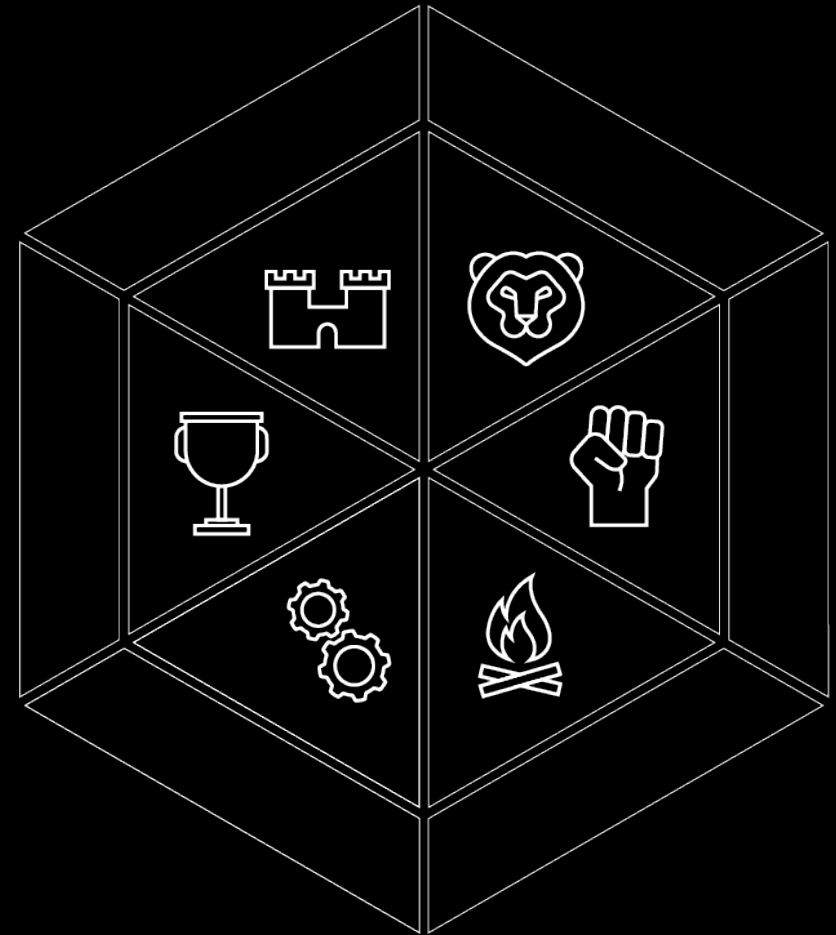
- It is important to you that the targets and deadlines of a project or assignment are met. You understand how the big picture is affected by schedules and missed deadlines. You avoid wasting time and resources by being practical and identifying risk. You're unlikely to pursue a new path or strategy without being sure it can deliver the results you and your team are expecting.

INSTINCTIVE TRAPS

- While your consistency ensures that people can rely on you to get the job done, it may cause you to overlook superior solutions simply because they interfere with scheduling. Too much rigidity could cause peers to view you as inflexible or resistant. While your experience and expertise mean you're often able to evaluate the validity of an idea, this behavior can create a situation where you're prone to dismiss anything new or untested. This could be interpreted negatively by some people.

NEXT STEPS

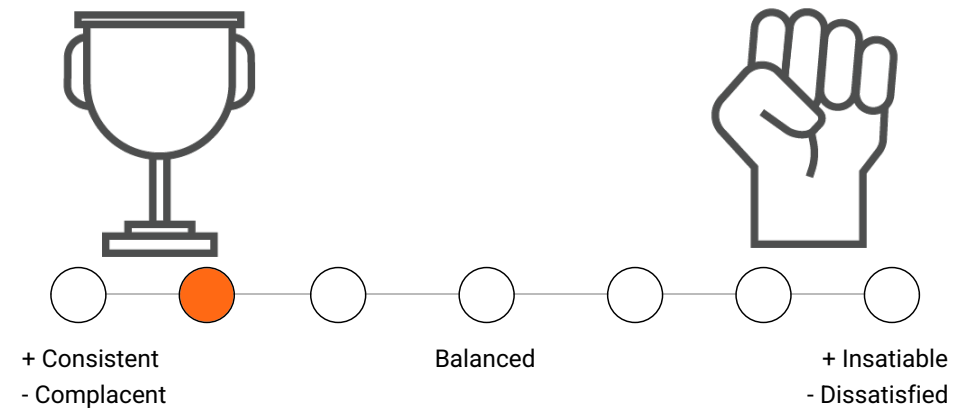
- When working on any project – especially those involving multiple parties – be open and flexible. New solutions may require a change in schedule and it's important to be adaptable to deal with that. While an idea may initially appear impractical, it is important to entertain all possible ideas while brainstorming. Be careful that you're not alienating team members by failing to fully appreciate their ideas, even if you see flaws in them.



04/ Secondary Trait Deep Dive

Consistent (& Complacent)

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



Your secondary trait is rooted in your complacent nature. You seek to maintain the success of yourself and your organization by relying on past experience, strategies and habits that returned favorable outcomes. You are consistent in your performance, routinely meeting deadlines and hitting targets. Your malleable work style and good-natured personality makes you easy to work with. At the extreme, you may lack ambition or motivation to explore new ideas.

Vision & Intrinsic Motivation for Consistent (& Complacent)

INSTINCTIVE STRENGTHS

- When creating ideas, you remain grounded in the realities of the current situation. You're often hesitant to take a project in a new direction for fear of failure.

INSTINCTIVE TRAPS

- While being pragmatic may reduce risk or create greater predictability, a certain degree of change is necessary for growth and long-term success.

NEXT STEPS

- While you are grounded and pragmatic in your approach, don't forget to take a "what if" approach to ensure you include seemingly outlandish ideas that may lead to a new way of thinking and a potential breakthrough.

Persistence and
steadiness are the
pillars of your
success.

Problem Solving Style for Consistent (& Complacent)

INSTINCTIVE STRENGTHS

- You're highly responsible and pragmatic when experimenting with new methods as a way to limit risk. Predictability, optimization and strategic planning have likely played a key role in your success, so you tend to stick with what's worked for you in the past.

INSTINCTIVE TRAPS

- Repeating the same actions and methods continually, without being open to experimenting, can be detrimental – the pace of change will only continue to accelerate, meaning you will be missing out on opportunities.

NEXT STEPS

- Push yourself to explore the ideas that seem foreign or impractical to you. These ideas can inspire new perspectives and help influence positive, innovative change.



Skills, Development & Growth for Consistent (& Complacent)

INSTINCTIVE STRENGTHS

- You're motivated to become better and more skilled in your craft. You're able to effectively contribute ideas and expertise where your skills and knowledge are the strongest.

INSTINCTIVE TRAPS

- Your focus on mastering your existing skills may result in limiting your opportunities to develop new skills and be exposed to new areas of your organization.

NEXT STEPS

- Taking on a project or task outside your immediate skill set will expose you to new perspectives and approaches. These can positively influence or change the way you approach your own craft, making you more cutting-edge and competitive.

In 5-8 minutes, you'll be able to download an in-depth profile with your innovation archetype, strengths and opportunities. Your individual results are kept confidential, available only to you. Your organization will receive a confidential overview with averaged results for the group. [MORE]

Working With Others & Organizational Behavior for Consistent (& Complacent)

INSTINCTIVE STRENGTHS

- You prefer working with like-minded individuals who are reliable, consistent and predictable. You are more measured in your approach and like to consider all possibilities before taking action. You're unlikely to compromise the probability of a successful outcome by moving forward too quickly. You understand that procedures are in place to avoid risk and to maintain the success your organization has worked so diligently to achieve. You're not likely to challenge the decision of a superior, regardless of whether or not you disagree. You understand the importance of protocol and procedures as they are typically put in place to ensure the organization can reach its objectives.

INSTINCTIVE TRAPS

- While cooperation and dependability are key in any collaborative work environment, surrounding yourself with too many like-minded peers can be a detriment to personal and team-wide development. While your preference to not act rashly contributes to your high standards, today's fast-paced work environment often demands decisiveness and urgency. Moving too slowly may potentially put you a step behind your peers and the competition. While procedures and protocol do provide a safety net, this way of thinking can limit your own ideation and creativity. While protocol is usually in place for a specific reason, adhering to something you disagree with could make you conditioned to ignoring your own thoughts or ideas.

NEXT STEPS

- To encourage growth and development, consider surrounding yourself with individuals who have different opinions, skill sets, experience and work styles. In doing so, you'll not only learn new things, but you'll be better able to adapt to various environments and circumstances. Recognize when speed and action are more important than perfection. In many cases you can move quickly and revise later without impacting the overall success and outcome of a project. Remember that nothing is stagnant unless you allow it to be. Rules are not meant to be broken, but challenging them in a professional and diplomatic manner can introduce new perspectives and potential breakthroughs. While you aren't naturally a "challenger," are there instances in past where maybe you should have pressed further? Consider pushing on the ideas you feel passionate about. Your agreeable demeanor means people will likely hear you out.

05/ Our Ongoing Study

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



110,149

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



6,106

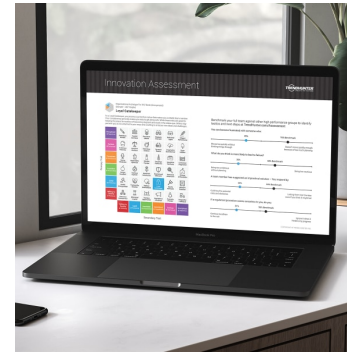
participants are masterly overseers
you're among the 5.4%



5%

of participants are
purposeful trailblazers

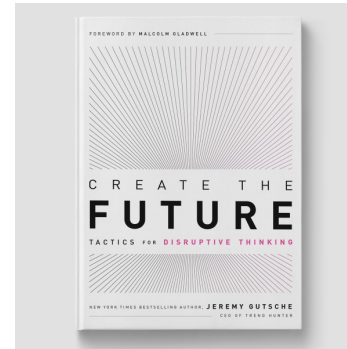
06/ Your Next Steps



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?

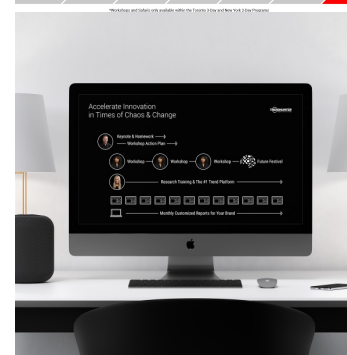
There are hidden patterns and clues that could lead you to your full potential – and sooner. Get the book, or join millions of people in watching our top innovation keynote videos online. You will learn how to better interpret your assessment results and how to get BETTER by exploring how to overcome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