







# **The Innovative Team: Recognizing and Developing Innovators**



**BRIDGEPOINT EFFECT**  
THE INNOVATION CATALYSTS

# Challenges with Innovation

-  Just do it! It's all about ideas!
-  Wrestling with creativity
-  Innovation teams focused on what to do, not how to do it well together



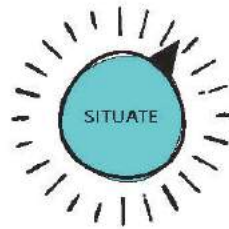
**What if....  
I could innovate how  
people learn about  
innovation**



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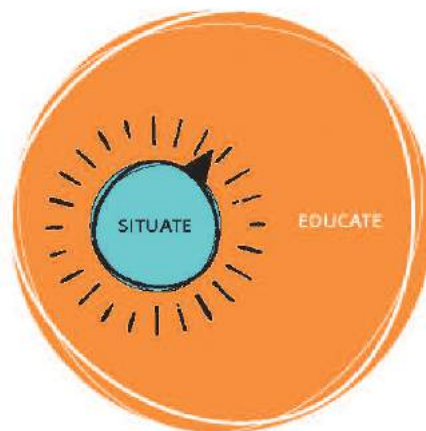
# ThinkUP

INNOVATION FRAMEWORK™



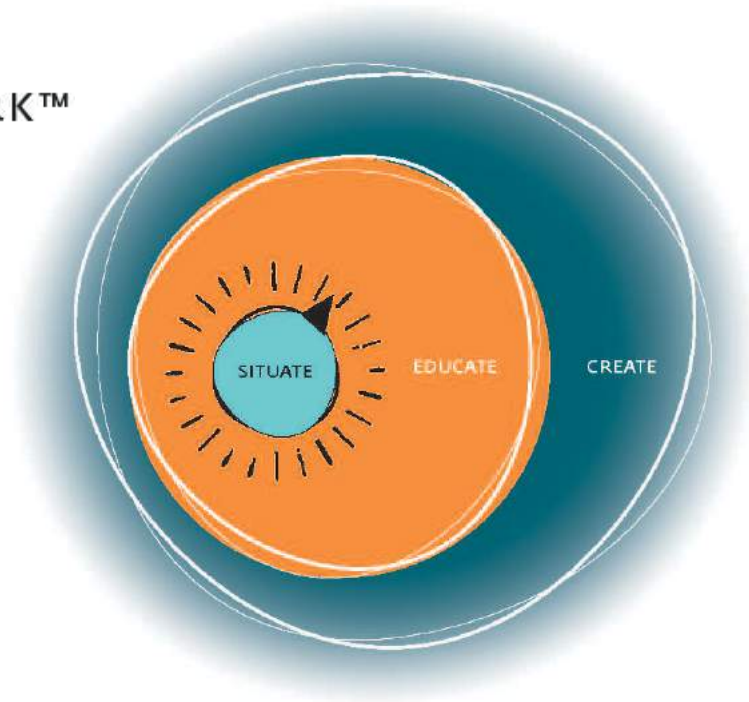
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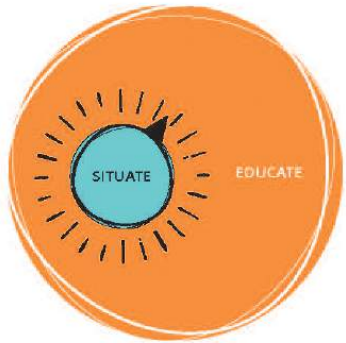




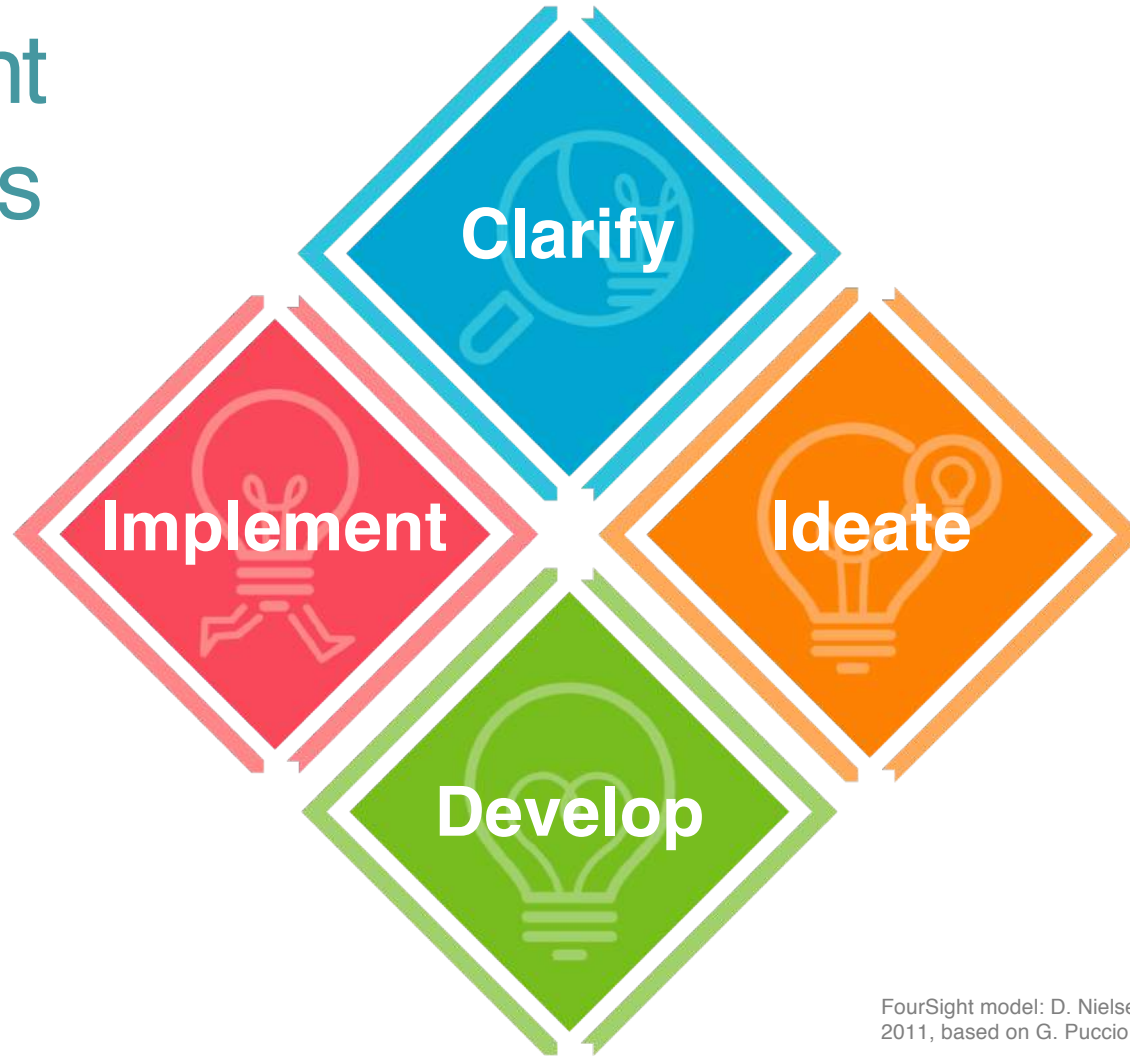
## Introducing FourSight

FourSight is a Creative Thinking System™ that **helps people innovate better together.**

The **assessment** helps you understand what kind of creative thinker you are, and **collaborative tools** help you **navigate the innovation process** with your team.



FourSight  
navigates  
your  
thinking  
in  
**4**  
simple  
steps



FourSight model: D. Nielsen and S. Thurber  
2011, based on G. Puccio and B. Miller 2003



# And builds critical innovation skills



Creativity, problem-solving and continuous improvement skills



Relationship-building & communication skills



Risk assessment & risk-taking skills



Implementation skills

Source: Conference Board of Canada GISAT 2.0

# Independent research shows...

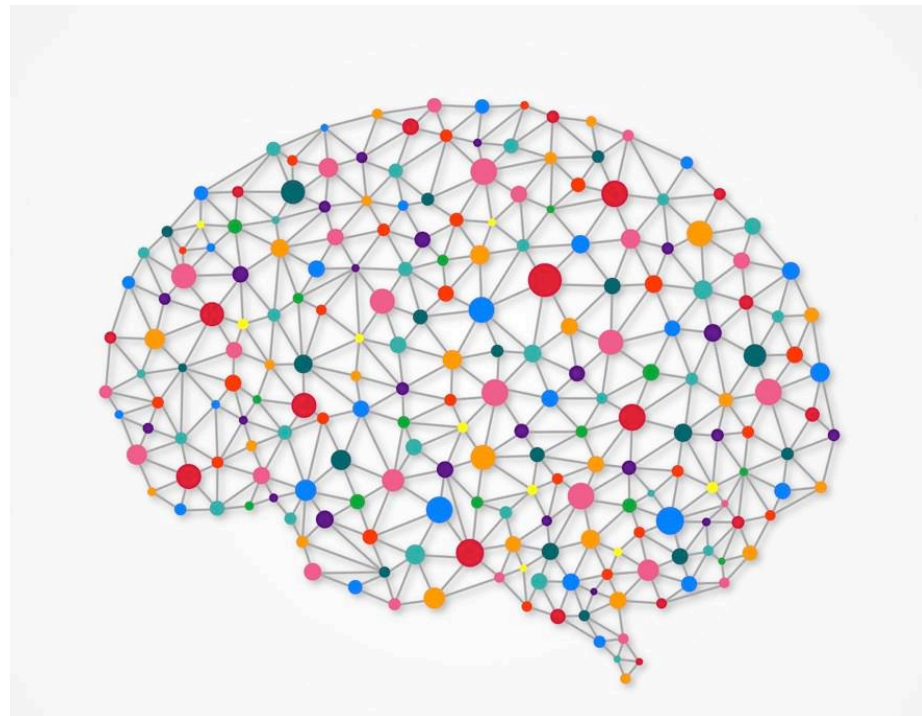
Teams who  
have  
FourSight  
thinking  
preference  
**AND** process  
awareness,  
outperform  
teams who  
don't.



IBM (2007)  
Sheridan College (2016)

# A thinking upgrade

- >100,000 profiles
- Validated by >21 Research studies

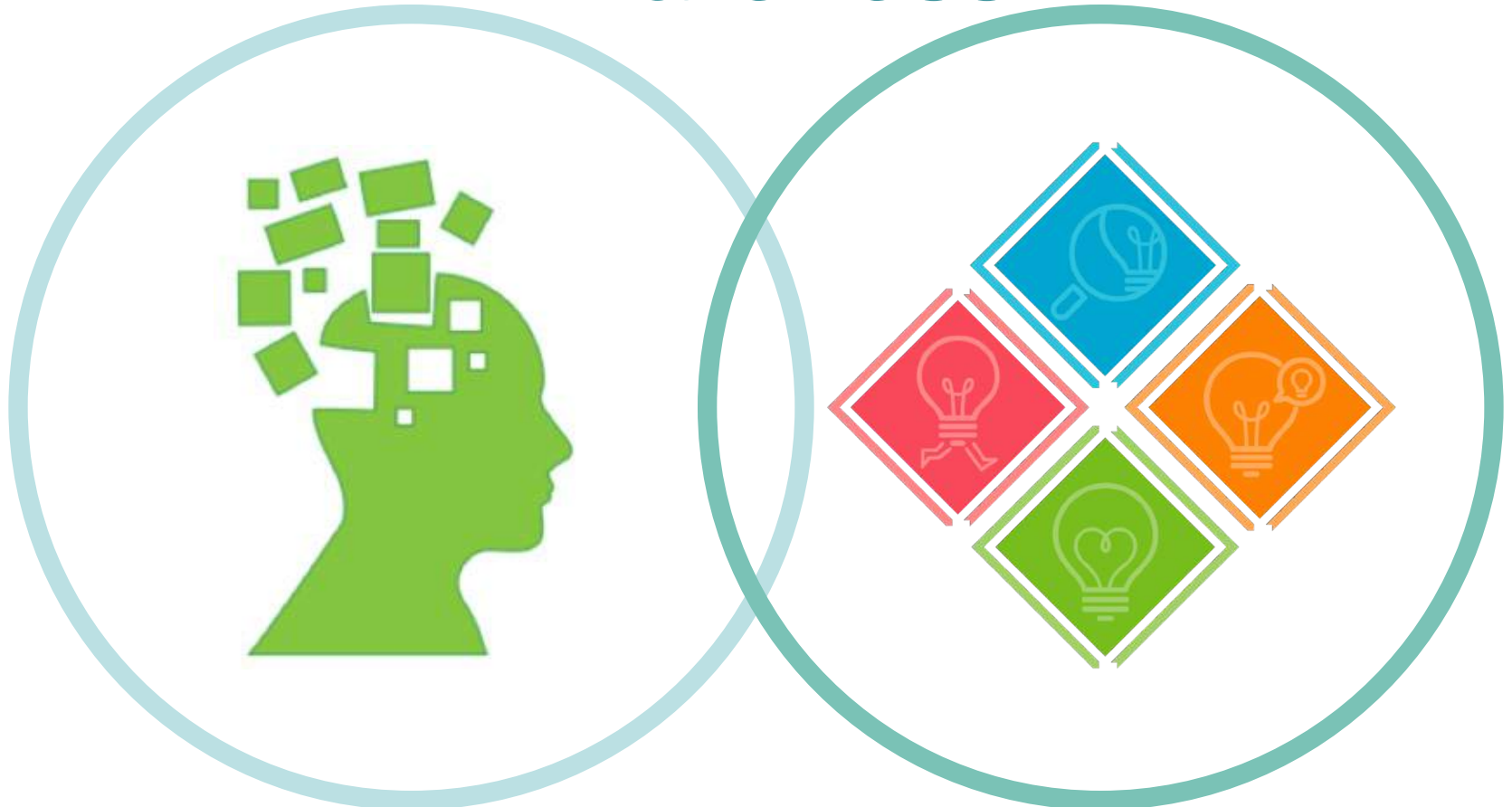


# The way you prefer to think



Impacts the way  
you use creativity  
to solve  
challenges  
& engage  
in innovation

# With Preference + Process Awareness



you can manage & engage in innovation  
much more effectively

# Creativity matters



78% of college-educated workers over 25 wish they had more creative ability.



94% hiring managers consider creativity when hiring job candidates – creative applicants are preferred 5-to-1



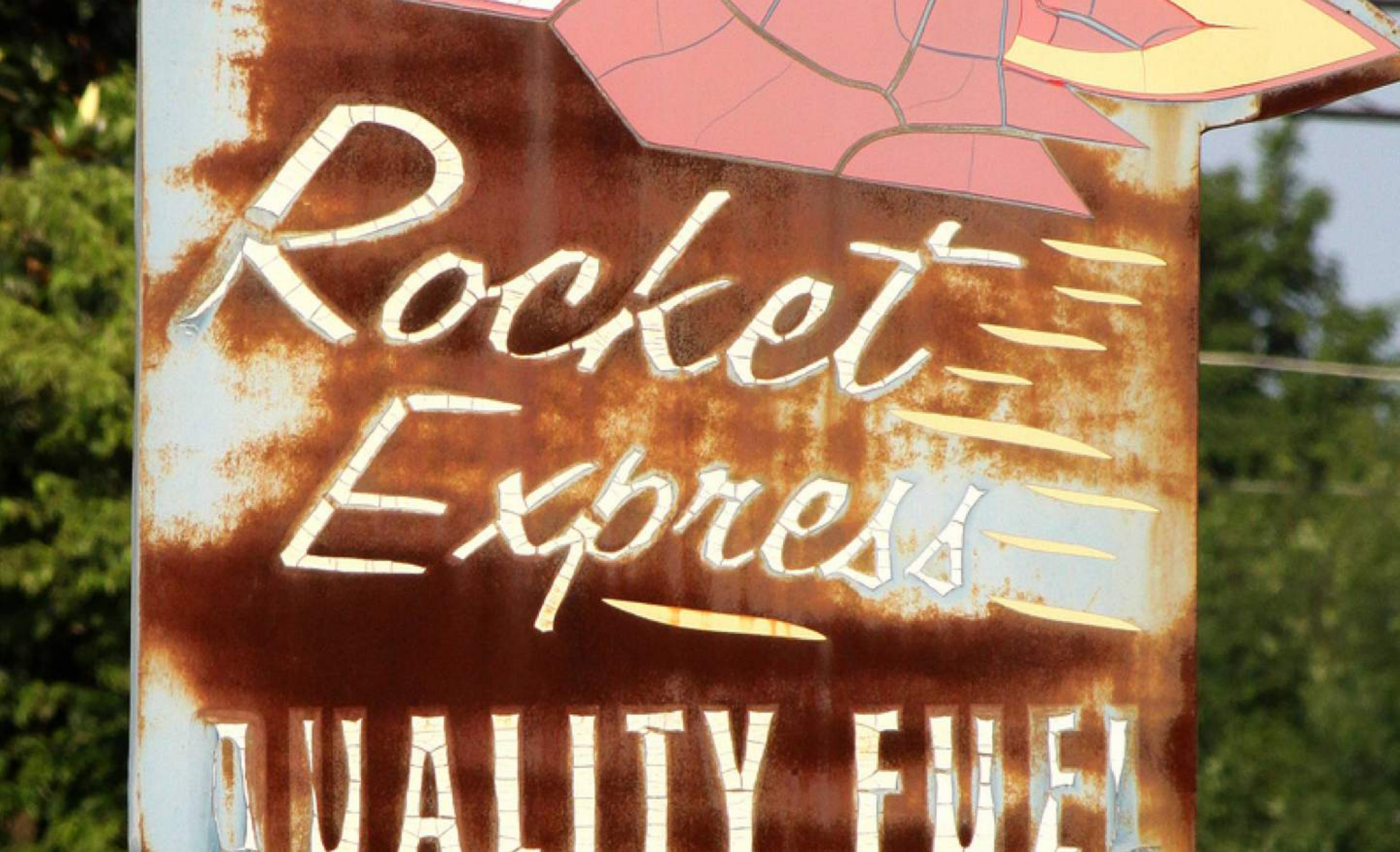
Globally, **CEOs** identify creativity as the #1 leadership quality needed for success



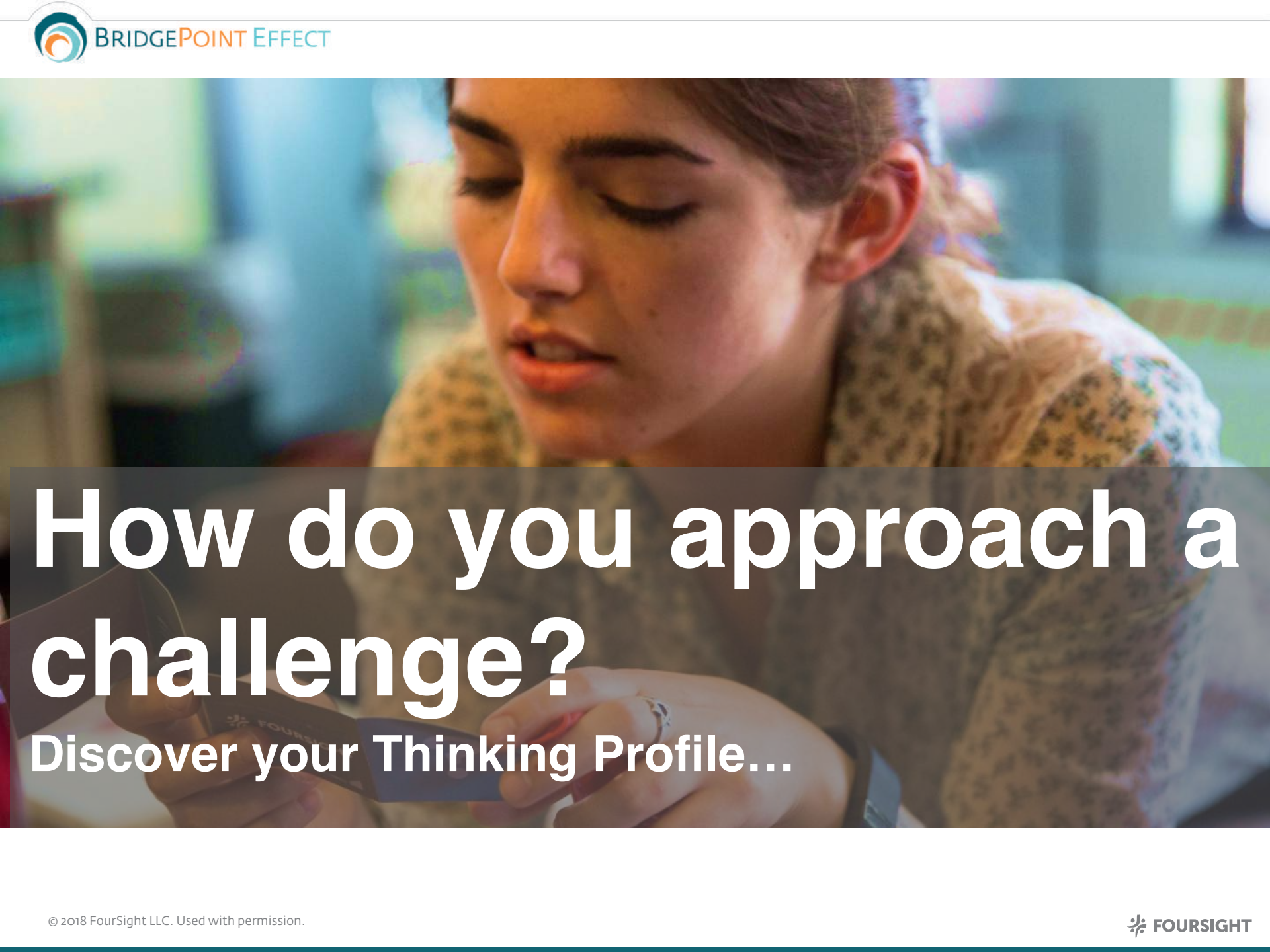
Yet, when asked... most people don't think they are creative

Sources: *Seeking Creative Candidates: Hiring for the Future*, Adobe. September 2014. | IBM 2010 Global CEO study;





Creativity powers innovation



# How do you approach a challenge?

Discover your Thinking Profile...



# The Universal Creative Process



**Clarify the  
Challenge**



**Generate  
Ideas**



**Develop  
Solutions**



**Implement  
Action**

# Defining Our Terms...



## **Creativity**

novelty that's valuable



## **Innovation**

the implementation of creativity, often requiring multiple skills sets (i.e. a team or organization)



## **FourSight Creative Thinking System**

a 4-stage creative process that calls on creativity to produce innovation



# Preference does not equal ability

## Research Shows

- Creative thinking is universal
- Steps have unique mental skills
- Thinking preferences
- Gain and lose energy

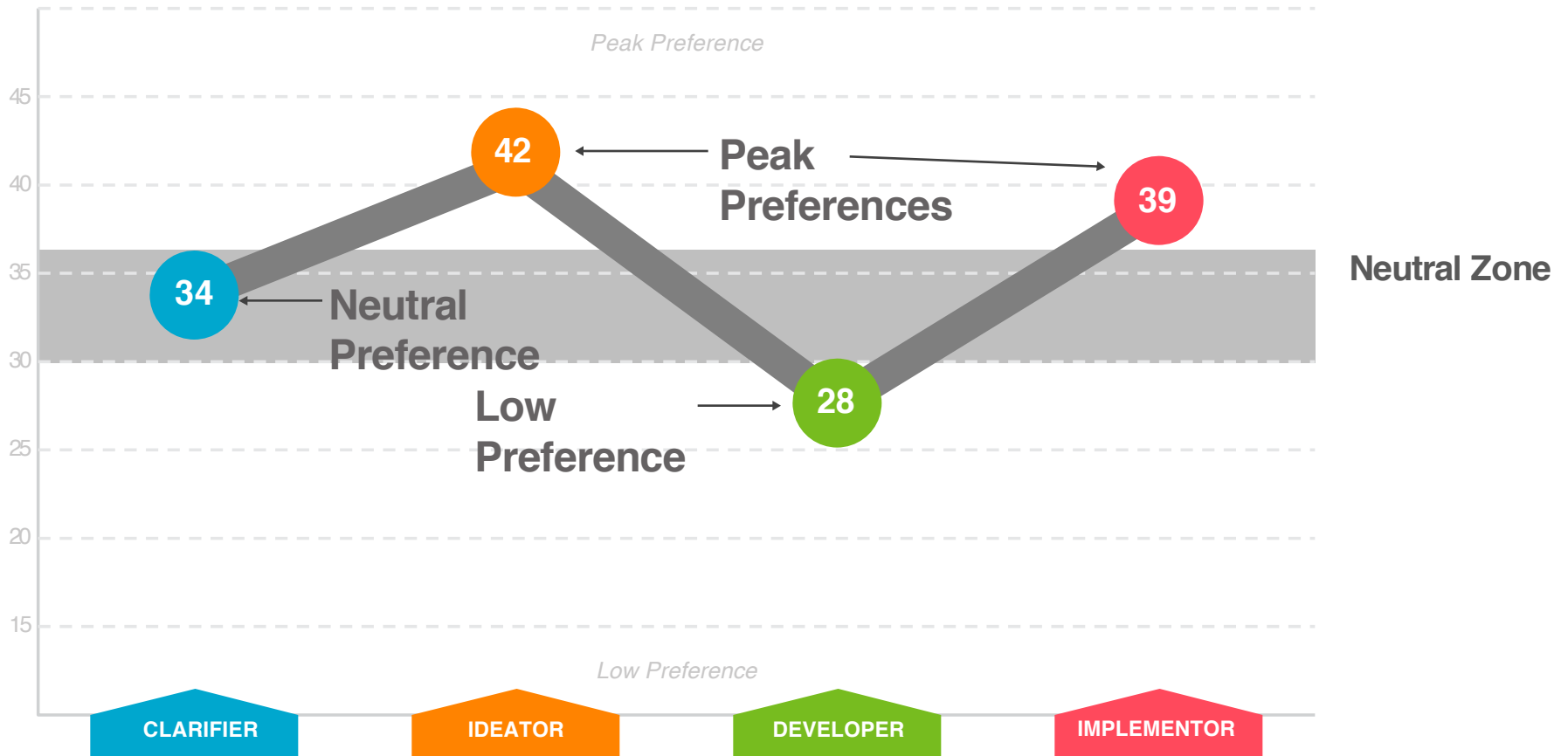
## Awareness Helps

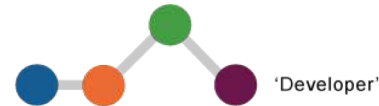
- Gain self mastery
- Grow empathy & respect
- Leverage diversity
- Build better teams
- Improve performance





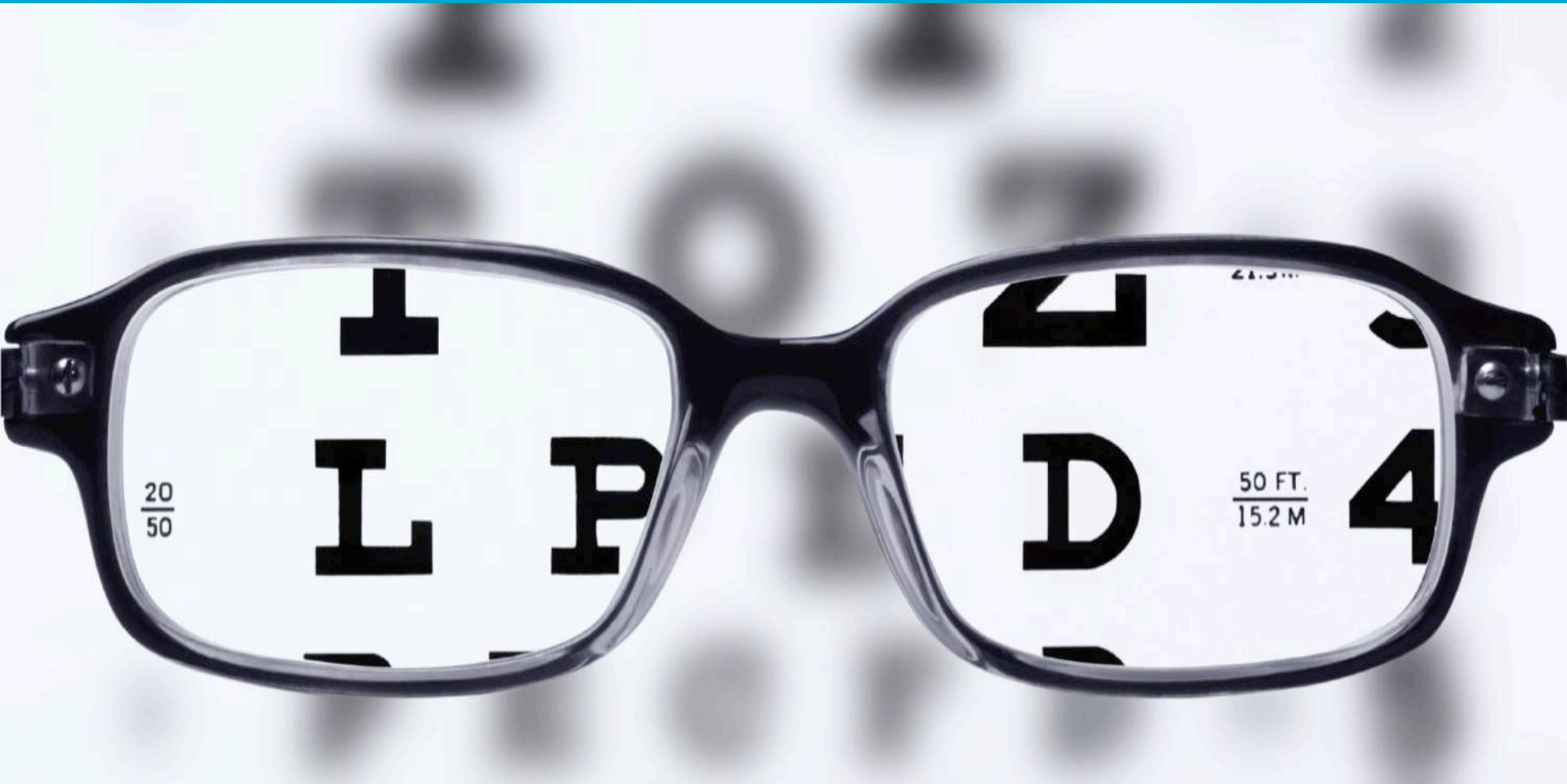
# Understanding Your Graph



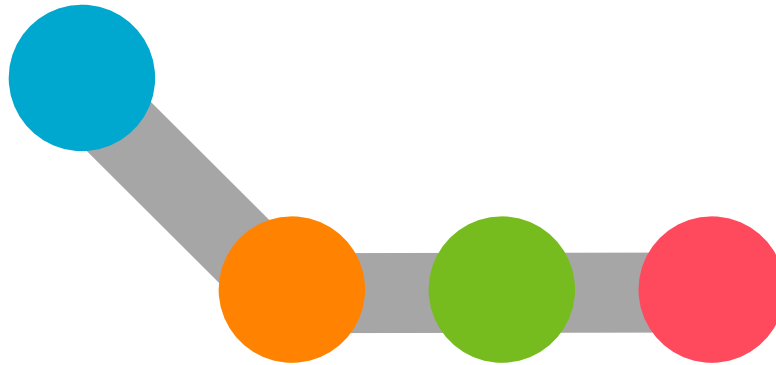


# What kind of thinker are you?

# Clarifiers



# So, what's a Clarifier?



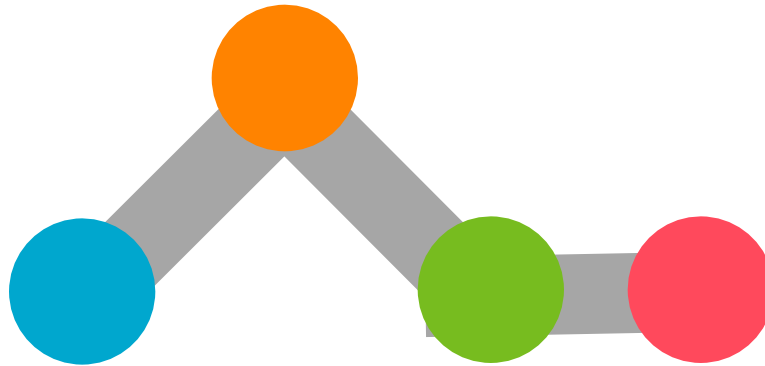
- Clarifies the problem
- Gathers information
- Looks at details
- Not quick to move to solutions
- Wants to address the right problem
- May over analyze & not move forward

# Ideators

**TO INFINITY, AND BEYOND!**



# So, what's an Ideator?



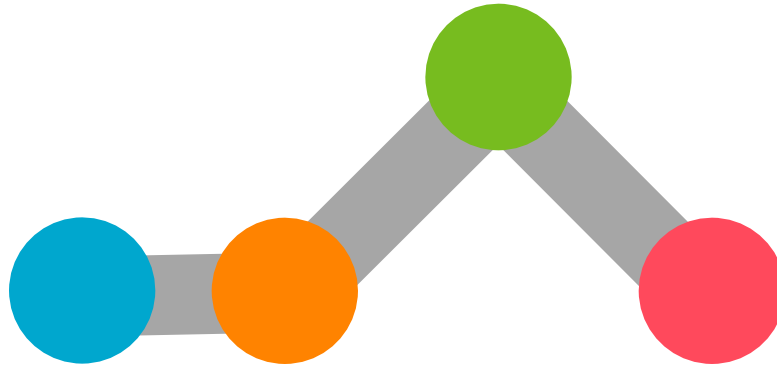
- Looks at the big picture
- Takes an intuitive approach
- Plays with possibilities
- Thinks in more global terms
- Stretches the imagination
- May overlook the details



# Developers



# So, what's a Developer?

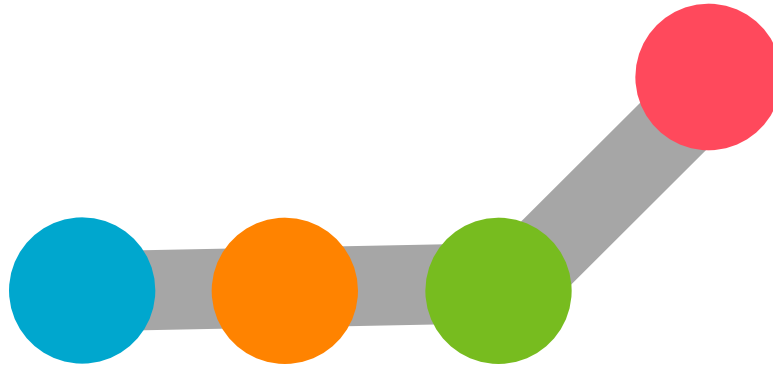


- Examines the pluses and minuses of an idea
- Analyzes and compares potential solutions
- Puts together workable solutions
- Plans steps to implement an idea
- May get stuck in developing the perfect solution

# Implementers

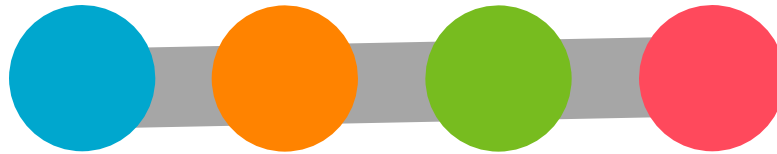


# So, what's an Implementer?



- Gives structure to ideas
- Brings ideas come to fruition
- Focuses on workable solutions
- Takes the “Nike” approach (Just do it!)
- May leap to action too quickly

# So, what's an Integrator?



- Easily relates to each preference
- Even energy across four preferences
- Concerned about group harmony
- Bridges style differences and plugs gaps
- May lose own voice by pleasing others



# Working with others

## Give Clarifiers...

- Order
- The facts
- An understanding of history
- Access to information
- Permission to ask questions

## Give Ideators...

- Room to be playful
- Constant stimulation
- Variety and change
- The big picture

## Give Developers...

Time and space to consider the options  
A chance to evaluate  
The opportunity to develop ideas

## Give Implementers...

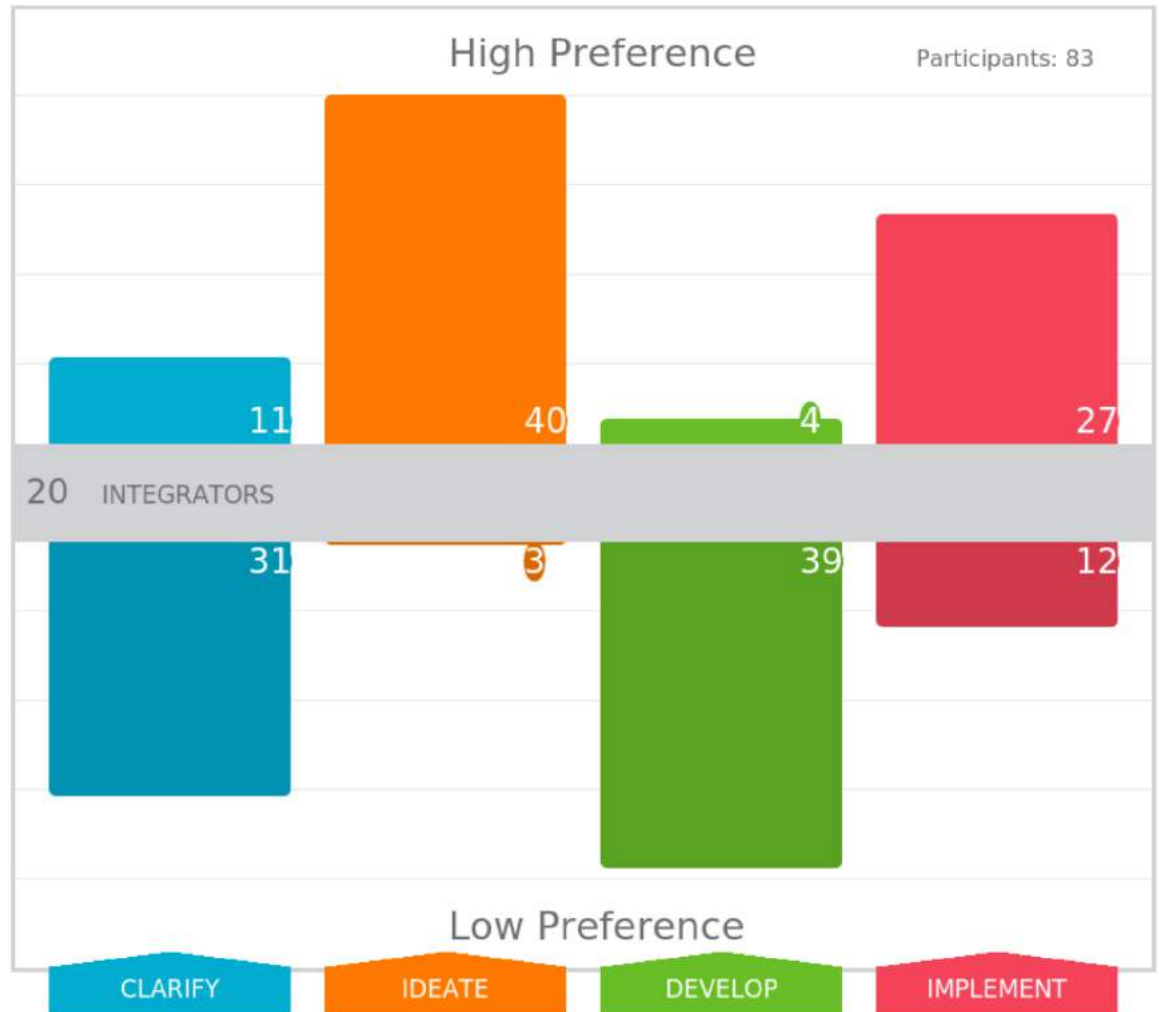
- Assurance that others are moving just as quickly
- A sense of control
- Timely responses to their ideas

Turn to Back Page of your Interpretive Guide



# Group Profile

## Tel Aviv Innov8rs



# Group Profile

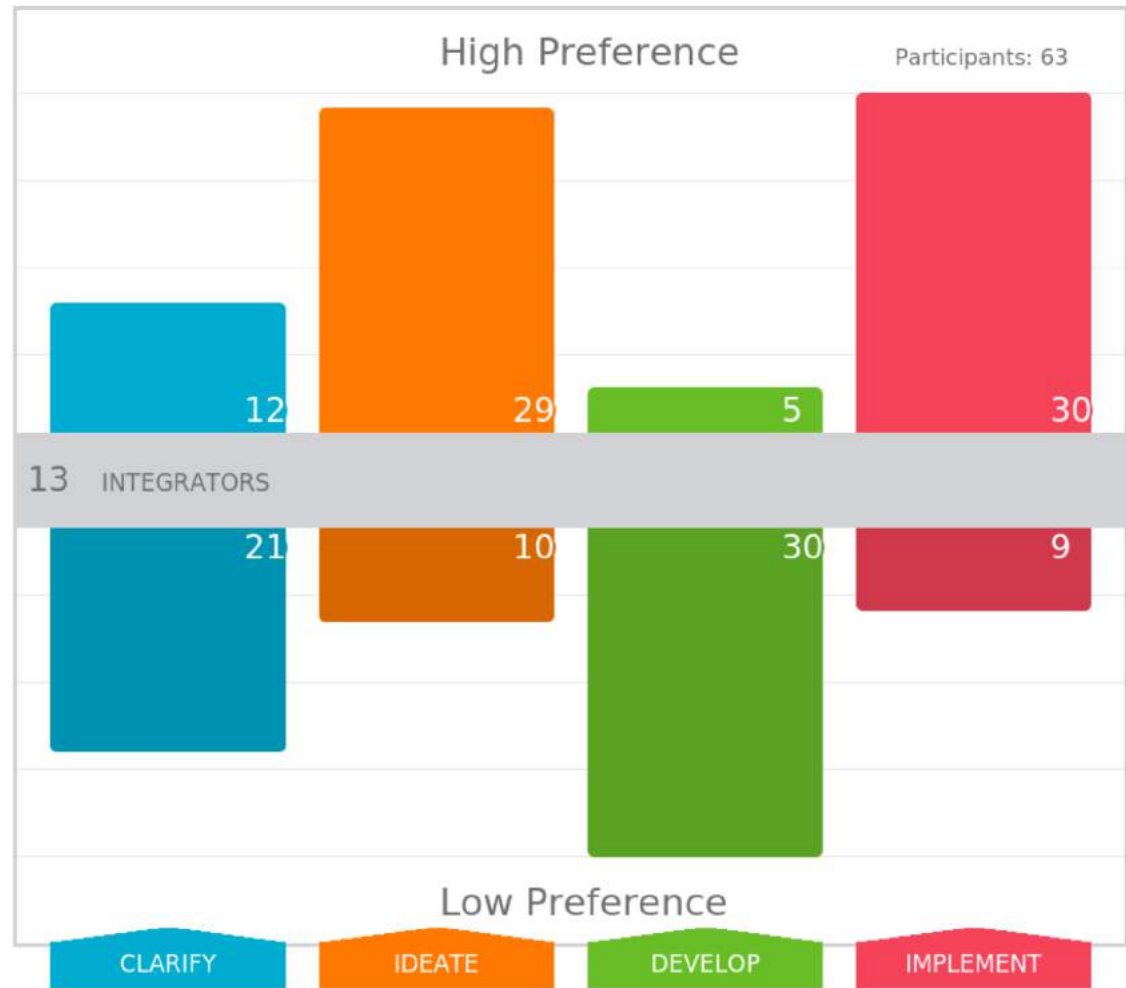
## Atlanta Innov8rs



# PRELIMINARY RESULTS

## Group Profile

## Madrid Innov8rs



# Preferences in the Organization



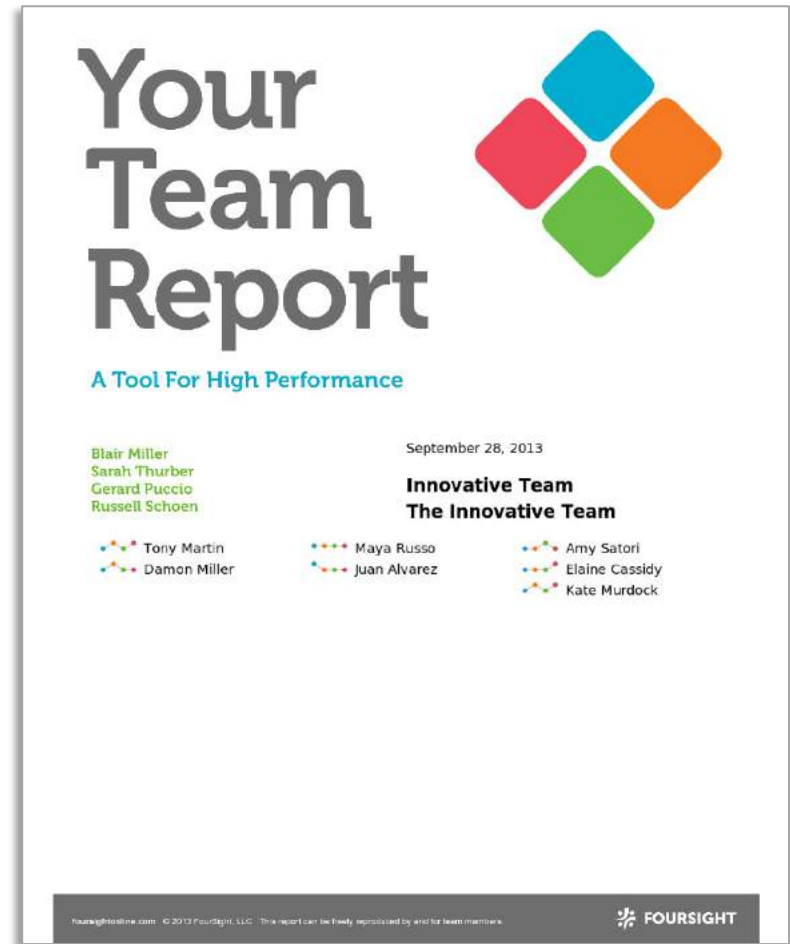
# 8 Habits of Effective Thinking Teams

1. They know the goal
2. They know their stuff
3. They know themselves
4. They know each other
5. They know their resources
6. They know their champions
7. They know their process
8. They know their team



Thurber (2013), adapted from Larson & LeFasto (1989)

# Your Innovative Team

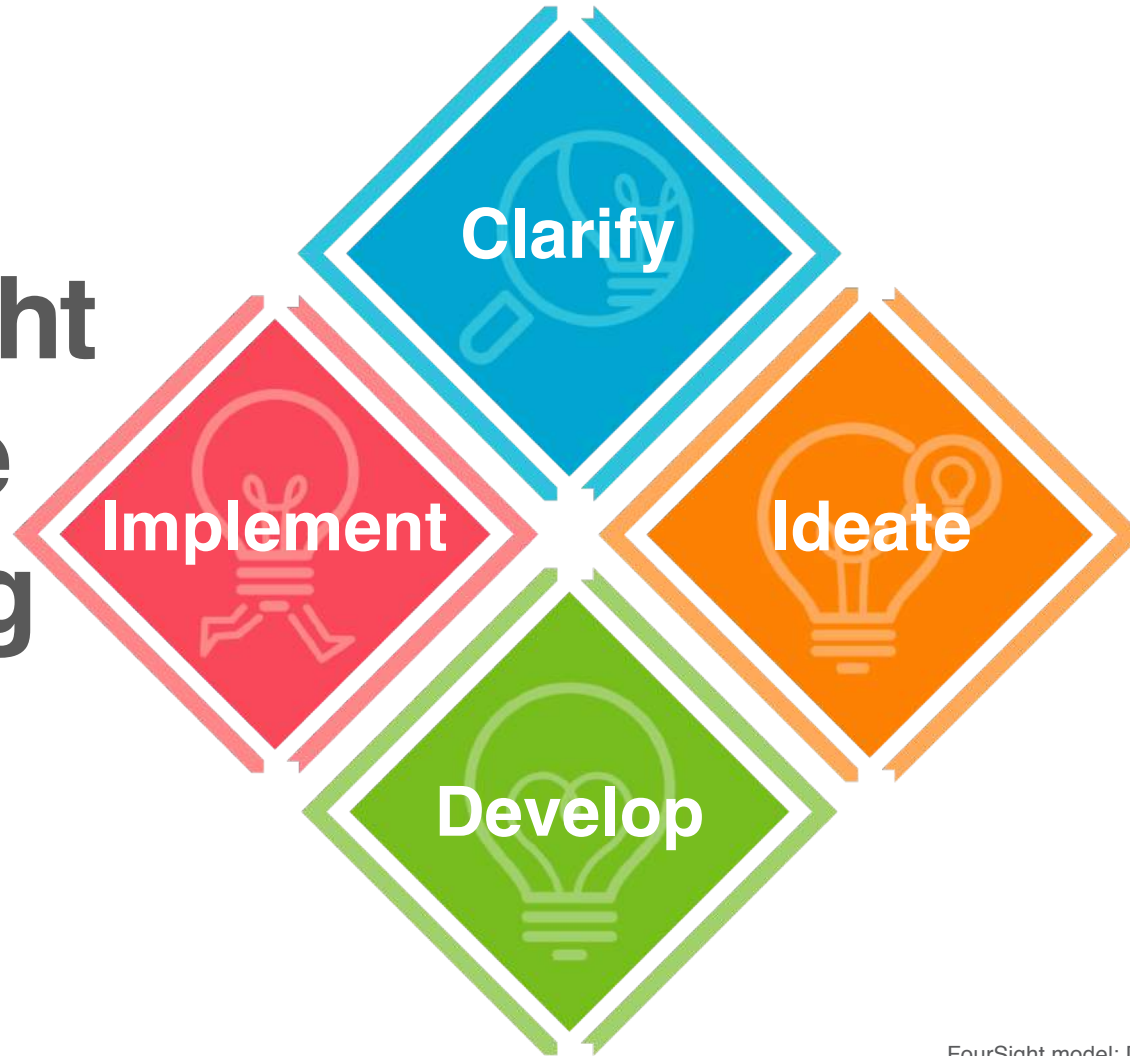




Liberate  
yourself from  
thinking  
preferences  
... with a shared  
language,  
process  
& tools

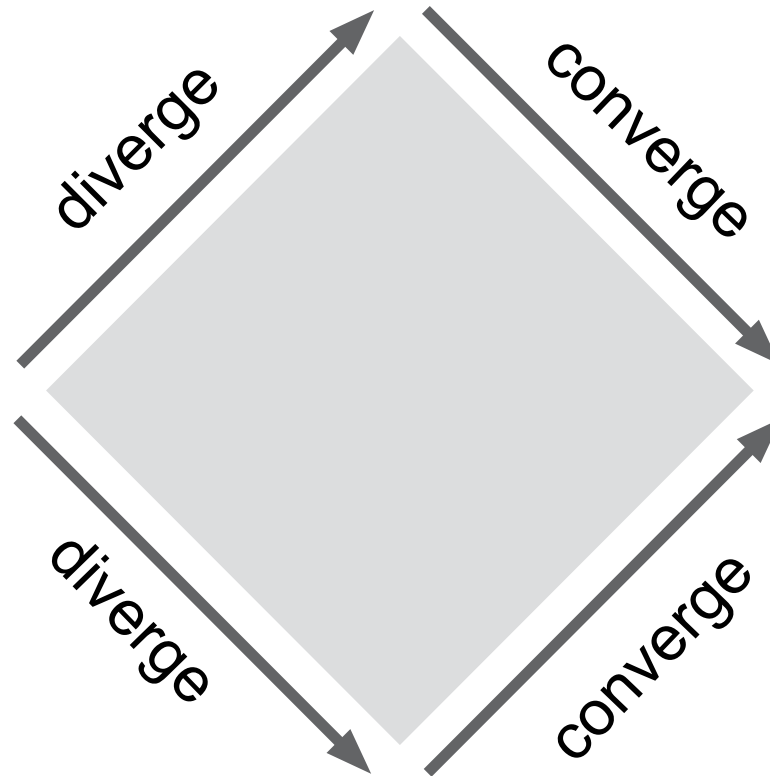


# FourSight Creative Thinking System

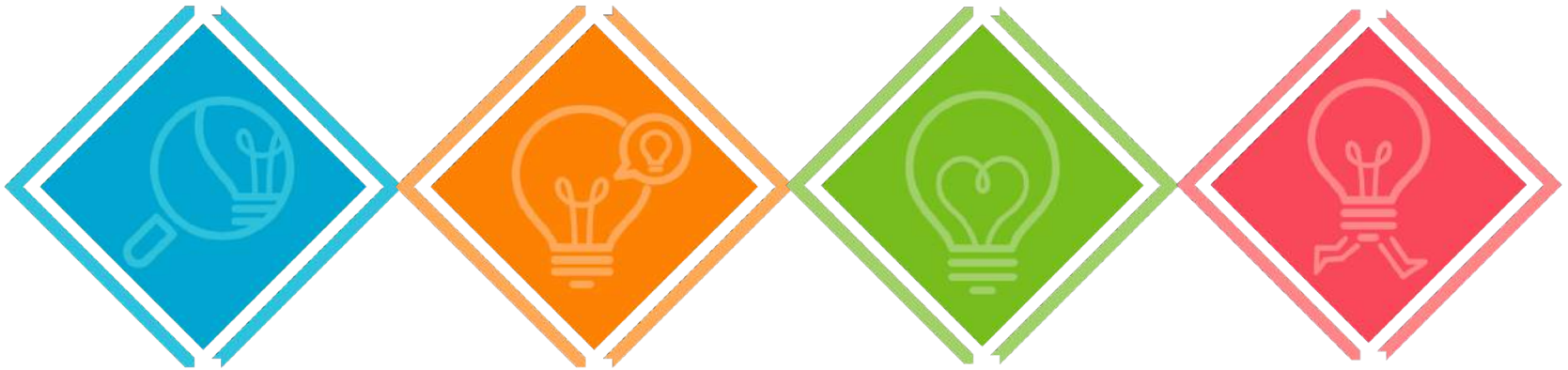


FourSight model: D. Nielsen and S. Thurber  
2011, based on G. Puccio and B. Miller 2003

# The heartbeat of creative thinking



# Diverge & converge at every stage



**Clarify**

**Ideate**

**Develop**

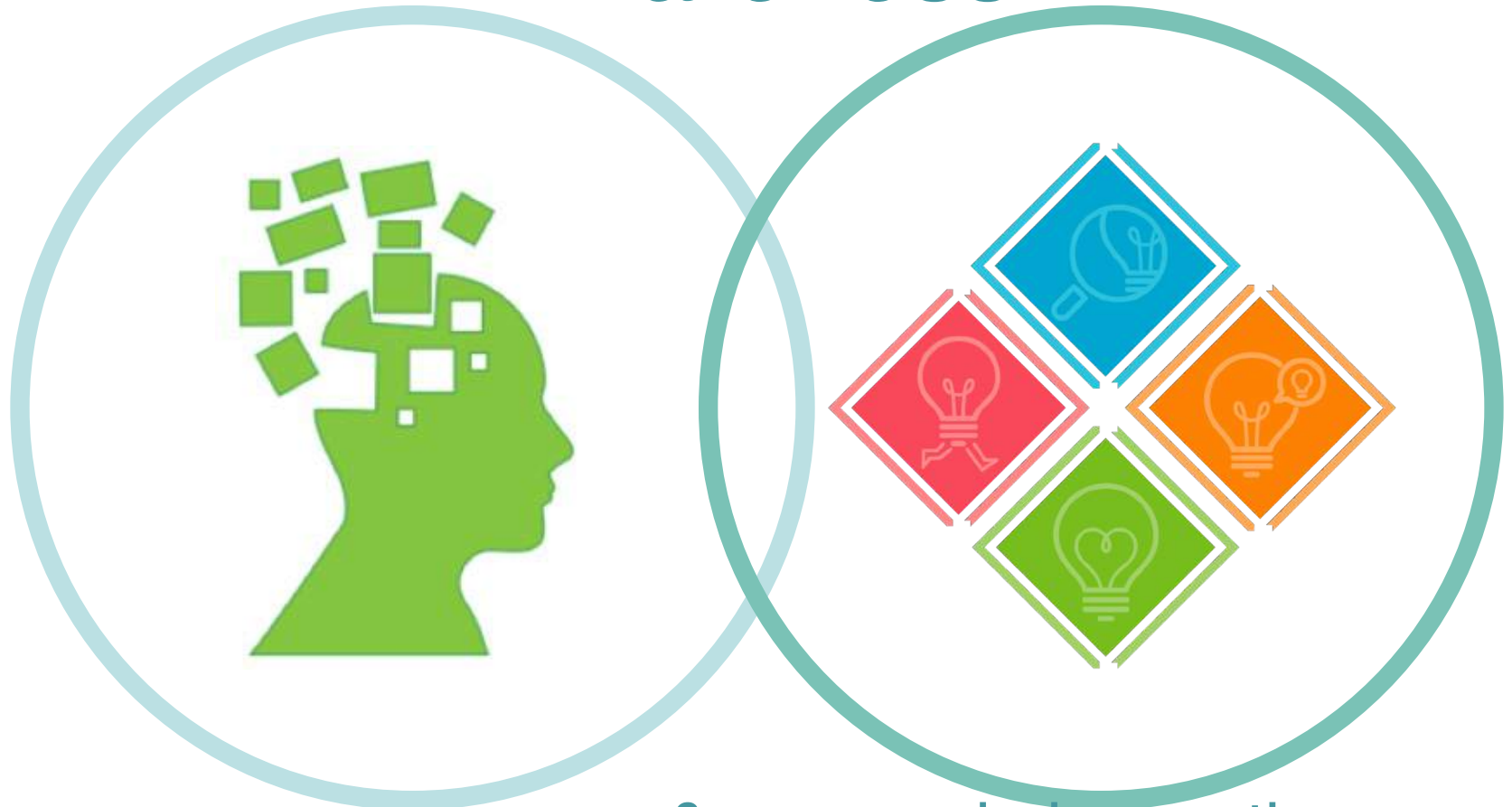
**Implement**

# The way you prefer to think



Impacts the way  
you use creativity  
to solve  
challenges  
& engage  
in innovation

# With Preference + Process Awareness



you can manage & engage in innovation  
much more effectively

# Closing Down

...and *extending*  
the **learning**





# Taking it forward



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**What was most interesting  
or useful for you today?**

**Liked?**

**Learned?**

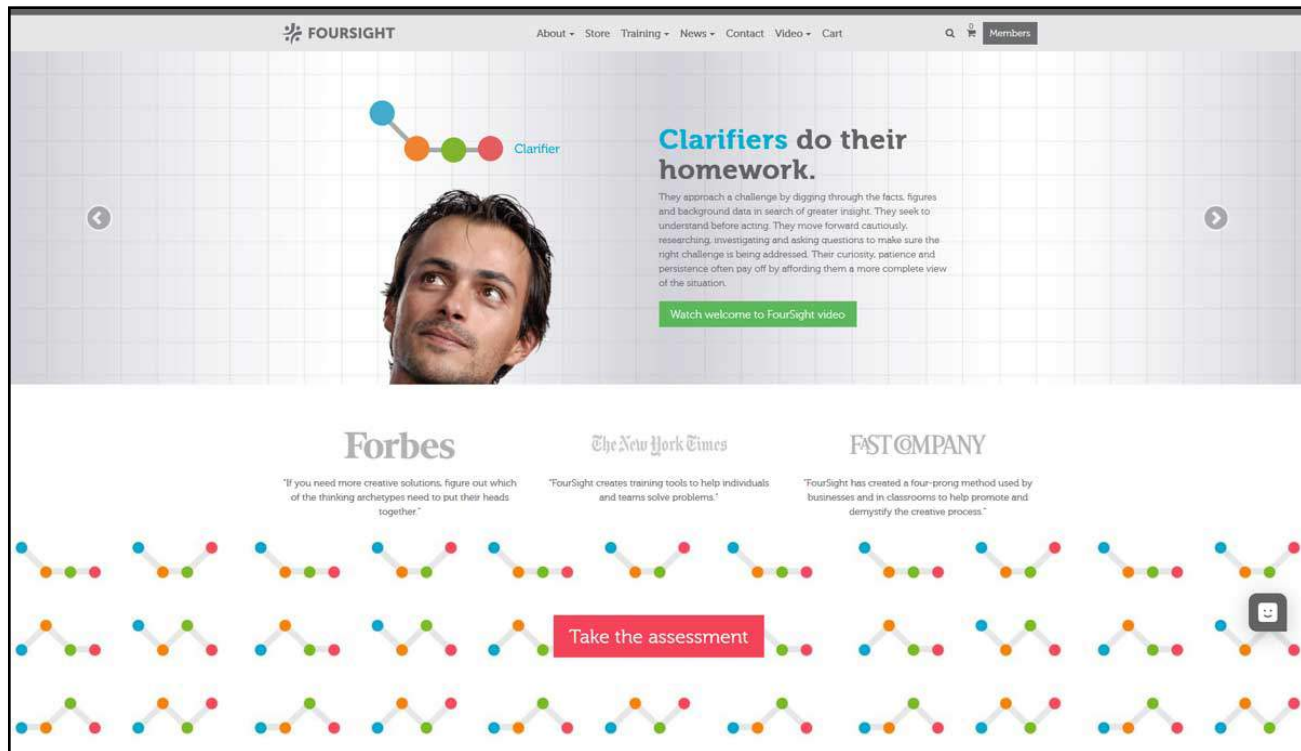
**Surprised?**

**How will you  
use it?**

# Learn more

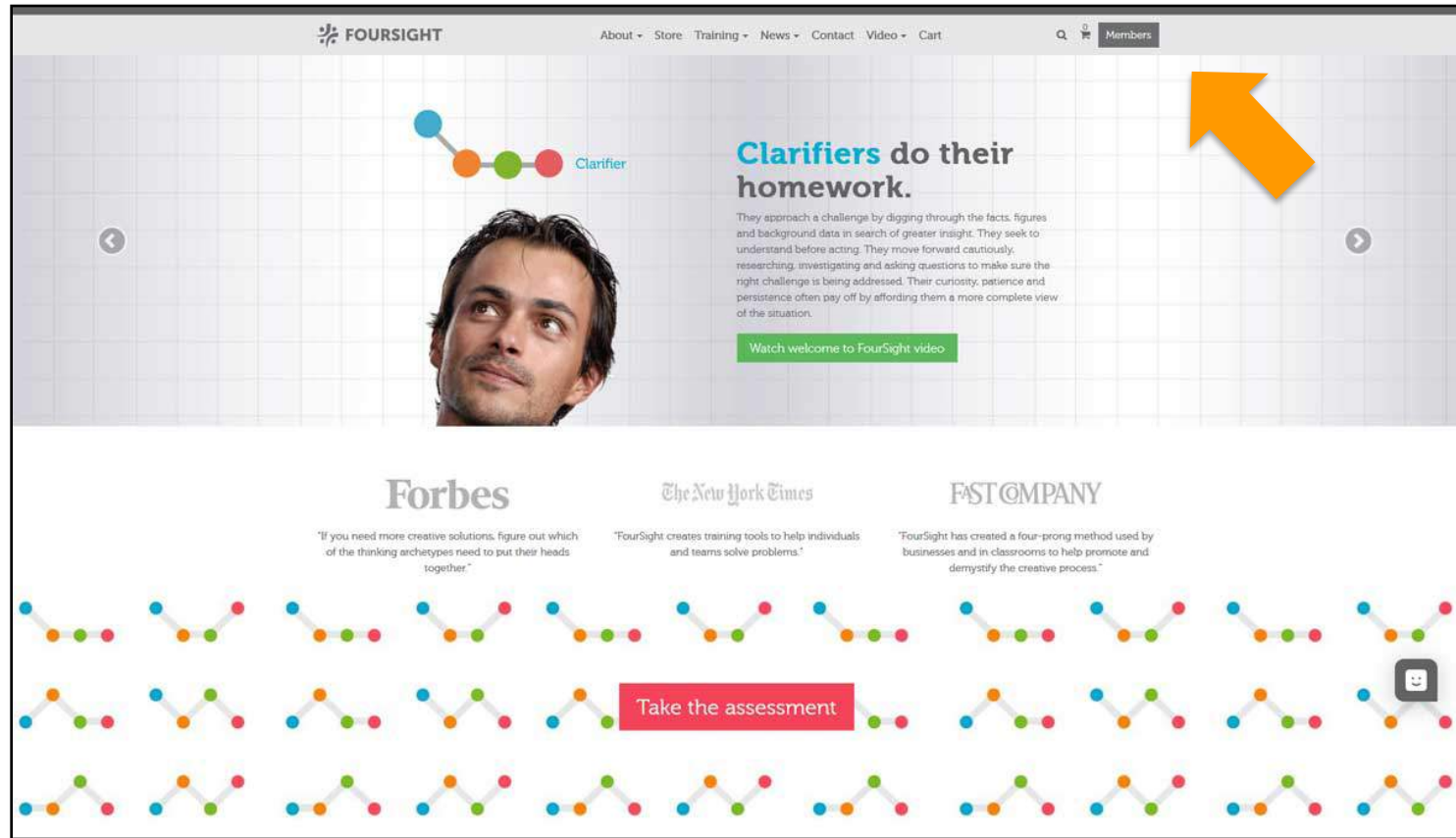


You can now access your results online.



Go to <https://foursightonline.com/>

In the top right side of the screen, you'll see a grey and white button – Members. Click it.



On the next screen, enter your email address.

A screenshot of the FOURSIGHT Online login interface. At the top, the FOURSIGHT logo (a stylized four-pointed star) is next to the word "FOURSIGHT" in bold, with "Online" below it. Below the header are two tabs: "Log In" (selected) and "Sign Up". The login form consists of two input fields: the first is for an email address, showing "yours@example.com" with a calendar icon on the left and a checkmark icon on the right; the second is for a password, showing "your password" with a lock icon on the left and a checkmark icon on the right. Below the password field is a link that says "Don't remember your password?". At the bottom of the form is a large green button with the text "LOG IN >".

Use the email you entered when you originally completed the FourSight online Assessment.

# You'll see the Dashboard for FourSight Online.

The screenshot displays the FourSight Online dashboard for a user named Laura. The interface includes a dark sidebar on the left with navigation options: Dashboard, Profile, and Learner Maps. The main content area is titled 'Welcome to FourSight Online' and features a user profile card for Laura with a 'Driver' role. Below this, there are two primary sections: 'FourSight places to go' with links to 'Assessment Admin', 'Learner Map', and 'View Store'; and 'Two minute tour of new App' which contains a video player titled 'FourSight Online App Demo'. The bottom of the dashboard shows a copyright notice for 2003-2018 FourSight LLC and a small chat icon in the bottom right corner.

FOURSIGHT  
v4.2.00

Welcome to FourSight Online

Laura  
OF  
Driver

FOURSIGHT  
BROUGHT TO YOU BY

Laura  
FourSight  
www.foursightonline.com  
offthepageca@gmail.com  
+1 (312) 602-3414

FourSight places to go

Manage assessment invitations, profiles and links [Assessment Admin](#)

Mindset Learner Map [View Learner Map](#)

Buy FourSight products and services [View Store](#)

Two minute tour of new App

FourSight Online App Demo

FOURSIGHT

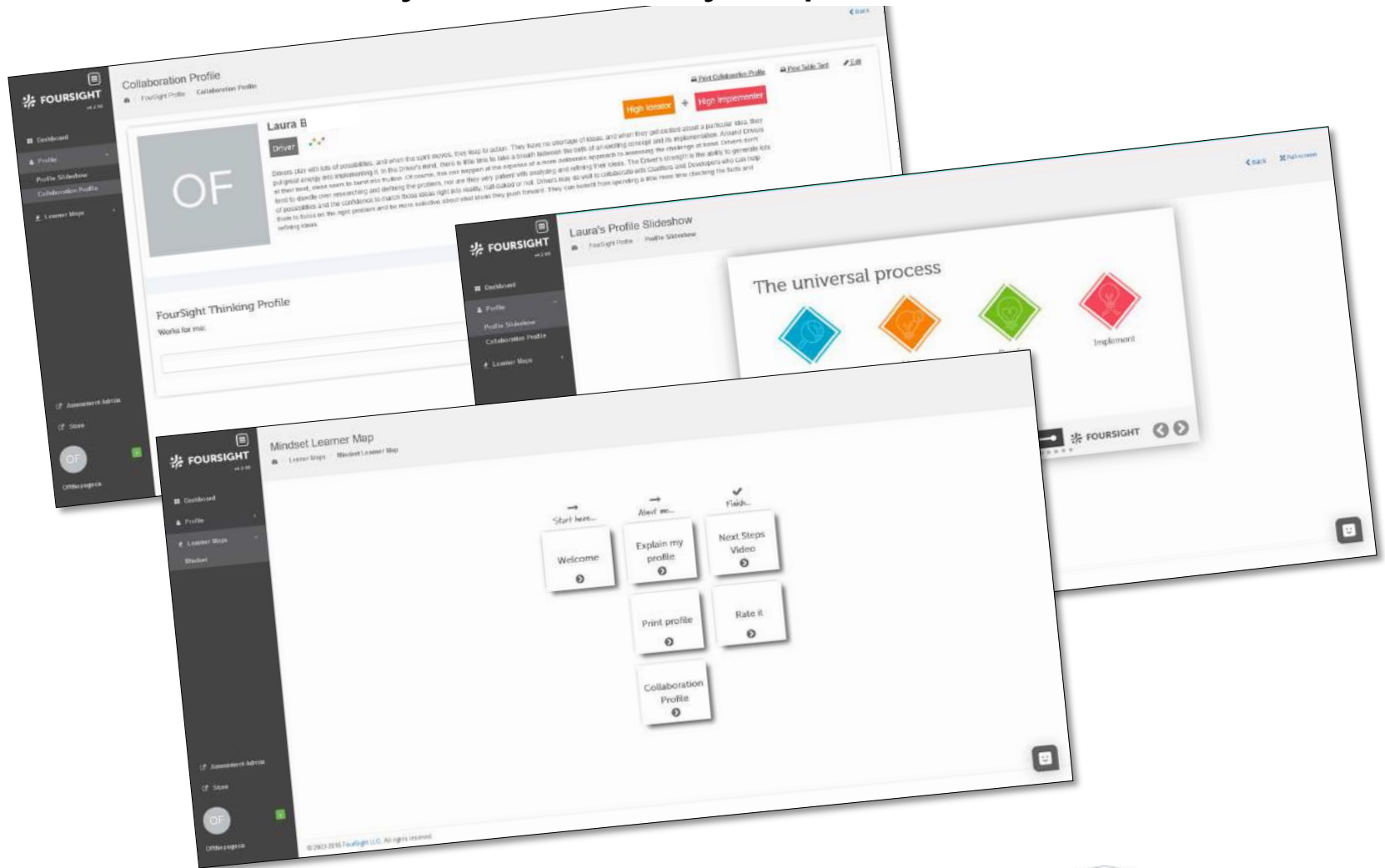
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# From your Dashboard, you can access Your Thinking Profile and download a copy for yourself.





Learn some new things about how you uniquely contribute your creativity to power innovation.





# Thank you!

## Let's stay in touch.



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