


Relationship of Innovation Process-Role Models to the Four Innovation Styles

The Innovation Styles model is unique and distinct from the various innovation assessments that measure a person's role within the stages of the innovation process. For each stage and role, Innovation Styles provides four different approaches a person can take.

Creative Journey	Innovation Process-Role Models				 Contribution of each Innovation Style				
Four stages of the innovation process	Six Hats (de Bono)	Simplex (Basadur)	ForeSight (Puccio)	Team Dimension (Fahden, Namakkal)		Visioning	Modifying	Exploring	Experimenting
CHALLENGE Set the goal	Big picture / process (Blue Hat)	Problem-finding (Conceptualizer)	Identify goal (Clarifier)	(Facilitator)	Excels at challenges that require...	A clear purpose and vision to drive the creative energy	Building on, refining and optimizing what has been done	Going into the unknown to discover the new and novel	Combining many variables and options, and then testing out the possibilities
Define risks					Accepts risks in relation to...	Significantly altering the system	Improving the system in the near term	Radically transforming the system	Restructuring the system in verifiable stages
FOCUS Tap into values	Intuition, emotion (Red Hat)				Brings out values that:	Represent high ideals	Can be practiced day-to-day	Challenge each person to live by	Are shared among many people
Analyze issues	Facts (White Hat)	Fact-finding Problem definition (Conceptualizer)	Gather data Clarify the problem (Clarifier)		Understands the issues / priorities by...	Using intuition to understand the big picture; gathers facts to support those insights	Analyzing facts to understand a situation; uses intuition to verify improvement priorities	Using intuition to question beliefs about a situation; gets facts to support the insights	Analyzing facts to assess the interplay of key variables; and then uses intuition to create a model of interaction
CREATIVE SOLUTIONS Generate ideas	Creative ideas (Green Hat)	Idea-finding (Generator)	Generate ideas (Ideator)	(Creator) (Advancer)	Contributes ideas by asking...	"What is an ideal, bold, far-reaching, imaginative solution?"	"What is a realistic solution that refines and optimizes what we've done?"	"What is a novel, radical, and adventurous, solution?"	"What is a practical solution that combines elements in a new way, from many points of view?"
Decide on a solution	Negative (Black Hat) & positive (Yellow Hat) judgment	Selection (Optimizer)	Select, evaluate, refine ideas (Developer)	(Refiner)	Evaluates and selects ideas by...	Using intuition to see the fit with visionary, ideal goals	Using facts and analysis to find short-term enhancements	Using intuition to see degree of uniqueness and novelty	Using facts and analysis to see what is realistic and verifiable
COMPLETION Implement		Planning Selling idea Action (Implementer)	Plan for action (Implementer)	(Executor)	Is best at implementation when...	Working with a long-term plan, with milestones towards an ideal future	Working with a plan that builds on core capabilities, with short-term targets	Working with a process to be flexible with changing conditions	Working with a process for learning / improving over time, to gain well-tested results
Celebrate results					Knows it's time to celebrate when...	There is significant progress towards a long-term vision	There is significant, short-term achievement	There is an exciting breakthrough	There are practical, verifiable results that also yield new knowledge