



TIPS Innovation Profiling

THE INNOVATION PEOPLE PROFILING METHOD

AN INTRODUCTION

TIPS Innovation Profiling

Transform your company into
an innovation-focused culture

Everybody is a genius.
But if you judge a fish
by its ability to climb a tree,
it will live its whole life
believing that it is stupid.
-ALBERT EINSTEIN

What is TIPS?

TIPS is Thinkergy's proprietary innovation profiling method that we created to help

- Individuals to understand what is their natural innovation style, and
- Companies to better utilize and harmonize the different innovation styles within their work & project teams.

TIPS is based on a fundamental insight: Everyone can contribute to the innovation efforts of a firm, albeit in very different ways based on one's preferred thinking style and work style. Do you know who you really are, and what's your natural innovation style? And do you know what everyone in your team is really all about, and how and when to make best use of the cognitive preferences of each team member?

For many orderly business people, creativity and innovation are messy, unstructured and even a bit chaotic. One of the main factors that complicates matters in innovation is people. Effectively managing the different personalities and cognitive preferences of all members of an innovation project team is like herding cats: messy, unstructured and even a bit chaotic.

To bring order and structure into this people-related chaos, Thinkergy created TIPS. TIPS helps you to find out what types of "cats" you are dealing with in your "herd", how each of these "cats" likes to be treated and prefers to work and think, and then ultimately how to make all "cats" of the herd harmoniously move forward together in the desired direction.

TIPS is Thinkergy's proprietary innovation profiling method that we created to bring order and insight into the messy, chaotic people-side of innovation. We do this by distinguishing 11 different innovation profiles that are based on different thinking styles, work styles, and life styles that people have. We arrive at these 11 TIPS Innovator Profiles by investigating to which of the four base dimensions of TIPS people tend to orientate themselves:

- T stands for THEORIES: Are you very interested in theories and knowledge?
- I stands for IDEAS: Are you passionate about ideas?
- P stands for PEOPLE: Are you very people-oriented and interpersonal?
- S stands for SYSTEMS: Do you focus on creating structured processes and systems and are very results-oriented?

Are you interested to learn more about the different conceptual design features and aspects that we considered when creating TIPS?



Who am I?
Who's
who?



Why TIPS?

TIPS helps you to gain awareness of who you are and who everyone else in your team is. TIPS helps:

- Individuals to become aware of their own preferred thinking style, work style and lifestyle.
- Teams and their leaders to become aware of the preferred styles of each member, of how to best play on each member's preferred styles as a team, and of the gaps in the team that need to be closed;
- Companies and their leaders & innovation managers to become aware of the different innovator styles of their people, and who are the people who naturally thrive on ideas and innovation.
- Companies and their leaders and Human Resources professionals to become aware of how to acquire, optimally utilize and retain talent.



TALENT

INNOVATION

PEOPLE & TEAM

SELF-

AWARENESS

TALENT AWARENESS

The "War for Talent" is a myth, isn't it? We believe that there is no shortage in talent. There are just too many organizations that don't know how to identify and nurture the real talents of their people.

INNOVATION AWARENESS

Innovation always starts with ideas from individual people. Who are the "Ideas"-people in your firm? And how can everyone else contribute to innovation based on their TIPS profile and related innovation style?

PEOPLE & TEAM AWARENESS

Innovation is a team sport. TIPS shows you what players you have in your team, and how to field each player on the pitch so that your team can win the innovation game.

SELF-AWARENESS

First, we must become self-aware of our individual cognitive preferences. Only then can we contrast our own preferred cognitive preferences to those of other people in our team.

TIPS Design

What is TIPS made up of?

Thinkergy's personal innovation profiling method TIPS is built in the tradition of existing psychometric measurement concepts with a focus on innovation and cognition. However, TIPS goes further by curing some of the identified weaknesses of other cognitive assessment instruments:

1. TIPS integrates two conceptual elements to achieve identify and explain the preferred innovation styles of different people: the 4 TIPS Base Orientations and the 4 TIPS Styles.
2. TIPS identifies 11 distinct innovator profiles that differ in their preferred styles to think, work, interact, live and innovate.
3. Finally, TIPS introduces an All-Rounder profile for those people who are overall very balanced in their style to prevent that people are "put into the wrong box" due to minimal score differences in their survey result.

4

TIPS BASE ORIENTATIONS

What is (are) your preferred base orientation?



THEORIES

People who orient themselves towards theories tend to be rational, abstract big picture thinkers who love to learn and know more about the true nature of things. They are very precise and prefer to work alone on an interesting intellectual challenge. Theory-driven people logically deduct conclusions based on facts and abstract thought and by following a step-by-step approach. They feel comfortable dealing with numbers and compute accurate results.



IDEAS

The people who are driven by ideas are typically very intuitive and imaginative creative thinkers who are full of ideas. They love to focus on the future and the big picture and are good at discerning trends and patterns. This holistic perspective enables these idea-people to synthesize solutions by employing a fluid, radiant style of thinking that is more based on guesses, approximations and hunches than on facts. They are experimental and inventive and don't mind taking risks to activate an idea that they love.



PEOPLE

People who orient themselves towards other people tend to be friendly, talkative people who always like to work and spend time with other people. These highly interpersonal people are very social and able to compromise and adapt to a group to which they loyally belong. They are spontaneous and very emotional and always pay attention to how they feel and how everyone else affected by an issue feels. Hence, they come across as "touchy-feely".



SYSTEMS

People who have a thing with systems and processes tend to be very hands-on people who are grounded in reality. Typically, they are very neat, organized and systematic, and likewise enjoy bringing more structure and order to the world with the help of rules, efficient processes, and reliable systems. These orderly people tend to plan all the details before they take action, and then plod through their plan following a sequential step-by-step work style until they achieve the desired outcomes and results.

4

TIPS STYLES

What is your preferred style to live, communicate, live, work and think?



FORM VS. FLOW

Form vs. Flow captures if people prefer to live in a highly structured, well-organized world (Form) or prefer things to be more flexible, changing and fluidly evolving (Flow). It is the most important preference to explain differences in people's innovation styles.



FACT VS. FEELING

Fact vs. Feeling expresses if people prefer to decide and communicate based on rational judgment and facts or based on their feelings and emotions. This preference helps to explain why some people cannot interact and communicate well with each other.



BRAIN VS. BRAWN

The third preference Brain vs. Brawn checks if people are abstract conceptual thinkers (Brain) or practical doers (Brawn). This preference helps to understand why in most firms, the doers and not the thinkers tend to rise to the top of the hierarchy.

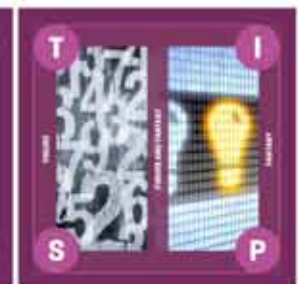
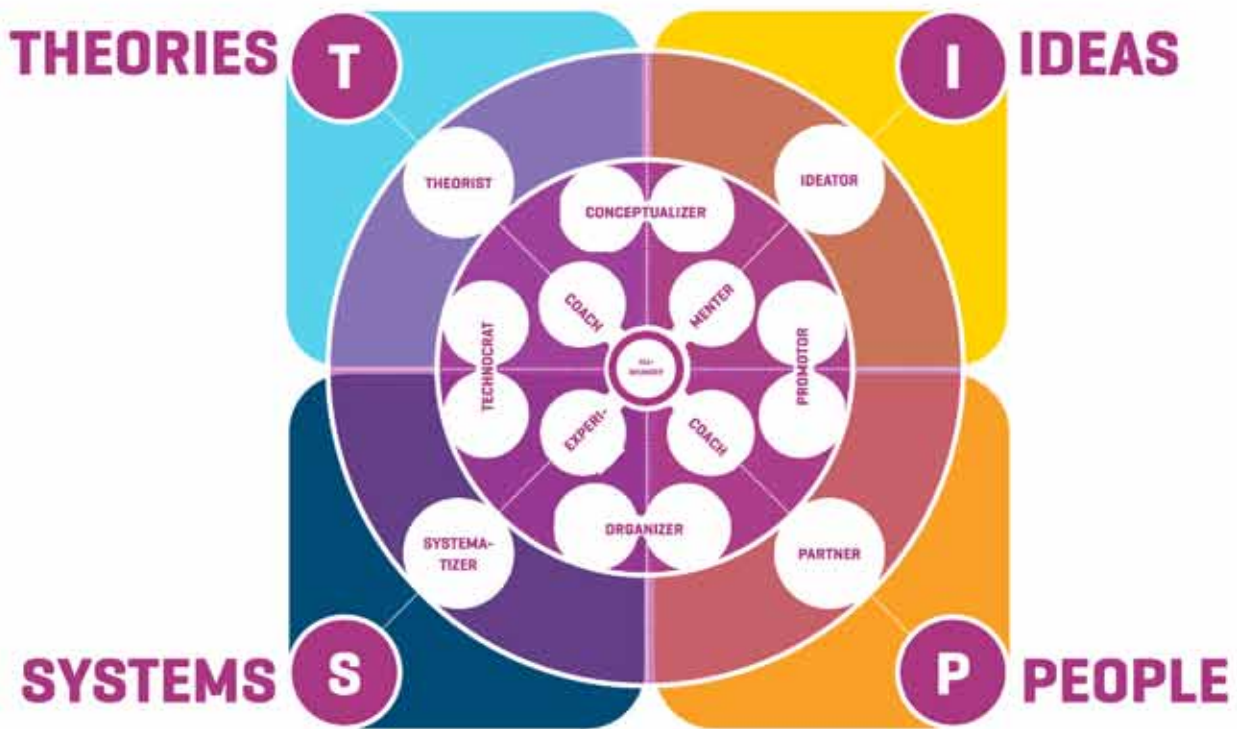


FIGURE VS. FANTASY

The last preference Figure vs. Fantasy tracks if people are more left-brain or right-brain directed thinkers. This preference helps to identify who are the analytical "number-crunchers" (Figure) and who are the creative "dreamers" (Fantasy).



TIPS: 4 BASE ORIENTATIONS AND 4 STYLES LEAD TO 11 INNOVATOR PROFILES

TIPS is developed based on the insight that people naturally orient themselves towards one or more of four **TIPS base orientations** [T – Theories; I – Ideas; P – People; and S – Systems]. Moreover, TIPS also acknowledges that people differ in their preferred **TIPS styles** to think, work, interact, and live:

- The TIPS base orientations and TIPS styles are proportionally reflected in the questions of the **TIPS Profiling Questionnaire**. The TIPS profiling test informs us about a candidate's dominant base orientations and their preferred cognitive styles.
- We also use the four TIPS base orientations as pillars to span the **TIPS Profiling Map** and the four TIPS styles to provide the coordinates to correctly position candidates in space.

Based on their test results, TIPS assigns candidates one of 11 innovator profiles. We distinguish:

- 4 pure profiles that exclusively focuses on one base dimension: the Theorist, the Ideator, the Partner, and the Systematizer;
- 6 dual profiles that play on two base orientations: the Conceptualizer, the Promoter, the Organizer, the Technocrat, the Coach and the Experimenter; and
- 1 universal profile that uses more than two bases: the All-Rounder.

Each of the 11 TIPS innovator profiles is briefly described on the next page (see *The 11 TIPS Profiles*). It is important to highlight that no TIPS profile is better or worse than the others. Every TIPS profile is valuable for organizations, and every TIPS profile can contribute to the innovation efforts of a firm, albeit in very different ways and to different degrees. Moreover, every TIPS innovator profile has a preferred style to innovate.

Are you curious to take our TIPS personality test to find out what TIPS profiles you are?

11 TIPS Profiles

11 Styles to think, work, interact and live

Thinkergy created TIPS to help people —and the organizations they work for— to better understand what is their natural thinking style, work style, life style and —in the end— innovation style.

With the help of a personality test that checks on the four TIPS base orientations and TIPS Style, and a related set of TIPS dimension manifestations (e.g., Ti and IT), we distinguish 11 TIPS Innovation Profiles that capture the fundamental cognitive preferences and innovation styles of different people.

Take a look at the brief description of the essential nature of each TIPS profile that determines each one's preferred thinking style, work style, and life style.



THE THEORIST

Life is all about... knowledge, evidence and the truth.

THE IDEATOR

Life is all about... ideas, innovation and change.

THE Partner

Life is all about... people and relationships.

THE SYSTEMATIZER

Life is all about... systems and structured order & control.



THE CONCEPTUALIZER

Life is all about... the knowledge-based creation of concepts.

THE PROMOTER

Life is all about... spreading the word.

THE ORGANIZER

Life is all about... organization, service and care.

THE TECHNOCRAT

Life is all about... numbers and the practical application of knowledge.



THE COACH

Life is all about... the development of the human potential.

THE EXPERIMENTER

Life is all about ... making things better by systematically improving on ideas.

THE ALL-ROUNDER

Life is all about... keeping all balls up in the air.

TIPS Benefits

What goods does TIPS do for you?

What does TIPS do for YOU? INDIVIDUAL = YOU = ORGANIZATION

With our TIPS Profile Reports and our TIPS Workshops, we want to guide individuals and organizations to better understand the cognitive preferences of themselves and their colleagues with whom they work together in work teams or project teams to produce more innovation in business.

We regard TIPS as an important tool for organizations to better and more efficiently use the preferred thinking styles, work styles, and lifestyles of their workforce to produce better results in general — and more meaningful innovation outputs and results in special.

For each profile, TIPS gives answers and offers guidance to the following important questions:

- Who am I? What is my TIPS Profile? And what does this mean?
- What is the preferred thinking style, work style, and lifestyle of your TIPS profile?
- What are strengths and weaknesses associated with your profile?
- What can you do to further cultivate the strengths and talents linked to your profile?
- What is your innovation style? How can you contribute to the innovation efforts of your firm with your TIPS profile?
- What target work outputs are you good at producing? What outputs and results come easy to you but are difficult to achieve for others?
- What are suitable professional roles and general areas of responsibilities that fit to your TIPS profile? What professions and industries are suitable for your profile?
- How high is the conflict potential of your TIPS profile with people of another TIPS profile?
- How can you add the most value as a participant of a concrete innovation project of your firm? In what stages of a sophisticated innovation process [such as Thinkergy's X-IDEA Innovation Method] do you enjoy and tend to shine bright thanks to the cognitive preferences linked to your TIPS profile? What thinking tools suit your preferred thinking style [whereby we use the ones in our X-IDEA Innovation Toolbox as reference]?
- What is your creative leadership potential based on your TIPS profile?
- What is your natural response towards change and innovation? Do you tend to drive change, promote it, support it, go along with it, resist it or tend to reject or even actively sabotage it?

My style to THINK.
My style to WORK.
My style to INTERACT.
My style to LIVE.
My style to INNOVATE.

My style to THINK.
My style to WORK.
My style to INTERACT.
My style to LIVE.
My style to INNOVATE.

My style to THINK.
My style to WORK.
My style to INTERACT.
My style to LIVE.
My style to INNOVATE.



TIPS Solutions

How we deliver TIPS to you

TIPS is Thinkergy's structured innovation profiling method for individuals, teams and companies:

- TIPS helps individuals to understand their natural strengths and cognitive preferences so that they can make the best use out of their individual talents.
- TIPS helps organizations to put the right man into the right job. After all, how can you get top results out of your squad if you field your players in a wrong position on the pitch?
- Last but not least, TIPS helps individuals, teams and companies to produce better innovations by giving guidance on how and when each person can best contribute to a firm's innovation efforts based on their respective TIPS profile.

We offer our clients three delivery routes to our innovation profiling know-how, each one catering to different client needs and budgets. Which of our three TIPS Innovation Profiling Solutions best fits to you?

TRAINING



TIPS TRAINING: Learning about TIPS and your TIPS Profile

Why not find out about the TIPS profile of yourself and other members of your team by booking our TIPS Training Course?

In our TIPS Training Workshop, we brief everybody about TIPS and then determine the TIPS profiles of all participating members of your company. Thereafter, we discuss how each profile can add value to a firm and its innovation efforts, and also discuss things such as conflict potential based on the different cognitive preferences of different profiles.

TIPS Training: Learn to better understand your own style and that of others.

PROJECTS



TIPS PROJECTS: Optimize the mix of talents in your team

Is your company ready to gain a better understanding of the true strengths and cognitive preferences of everyone in your team?

Perhaps you will find out that quite a few people are not who you think they are, which prevents them to live up to their natural talents and make best use of their cognitive preferences.

Book a TIPS Innovation Profiling Project with Thinkergy to raise the awareness of everyone's natural thinking styles and work styles, to identify "white spots" in your team, and to boost the spirit and innovation readiness of your team or company.



What's it all about?

A 1-day workshop to introduce the basics and dynamics of the TIPS Innovation Profiling Method to business leaders, managers and employees — and to determine the TIPS profile of each participant.

Who's it for?

- Managers and employees who want or need to deepen their creativity and problem-solving skills, and/or who work on specific innovation projects.
- Up-to 24 participants

What do you get?

- An introduction to the TIPS Innovation Profiling Method with its four basic orientations and 11 TIPS profiles
- The TIPS profile of each participant (done in the workshop)
- A deepened understanding on how each participant can add value based on their preferred orientations and their natural thinking and work preferences, and what types of outputs they're good at producing
- An appreciation that every TIPS profile can add value to an organization's innovation efforts, albeit in different ways and at different points of time within a systematic creative process (such as Thinkergy's X-IDEA Method)
- A series of exercises that allows participants to understand the style differences as well as conflict potential between different profiles
- A sense of mutual respect for the work and innovation contributions of each TIPS profile to the team or organization
- Increased personal and team commitment and enthusiasm towards creativity and innovation

TIPS PROJECTS



Optimize the mix of talents in your team

TIPS INNOVATION PROFILING PROJECTS: Optimize your talent mix in your team

TIPS Innovation Profiling Project helps team leaders, managers and senior executives to understand the mix of individual talents in their team, business unit or even company, and to identify competence gaps as well as misallocations of talent.

TIPS INNOVATION PROFILING PROJECTS: What's it all about?

In a TIPS Innovation Project, we profile a complete team, business unit or even company using the TIPS Innovation Profiling Method. Once we've determined the individual TIPS Profiles of each individual manager and employee, we then compile TIPS Team Profile Maps to visualize the distribution of TIPS profiles across the different teams, business units, and/or a whole organization.

Then, we make suggestions on how to optimize your HR talent mix to achieve your innovation goals and get better results out of the cognitive preferences of each individual and each work team.

TIPS INNOVATION PROFILING PROJECTS: What do you get?

- TIPS Innovation Profiling Workshops (1 Day each) to brief managers and staff on the TIPS Method.
- TIPS Innovation Profiling Reports of each participating manager and employee to understand the individually preferred thinking style, work style, and lifestyle of each participant.
- TIPS Team Profile Maps for each team, business unit, and/or the whole company or organization.
- A TIPS Innovation Profiling Project Report with recommendations on how to improve the innovation capacity of a team, business unit and whole organization (based on the initial agreement on the target objectives of a TIPS Innovation Profiling Project). Recommendations may relate to possible job rotations of certain individuals; the re-composition of teams to achieve more balanced or —if needed— more unbalanced teams; and the targeted recruitment of missing TIPS profiles to close identified gaps, among others.
- Optional: Vouchers for additional TIPS Profiling Tests for testing candidates for filling identified profile gaps.

TIPS TEAM PROFILE MAP





FOR MORE INFORMATION ABOUT TIPS
OR OTHER TOOLS TO MAKE YOU
MORE AGILE AND COMPETITIVE VISIT
WWW.THINKAGO.COM
OR EMAIL US AT
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