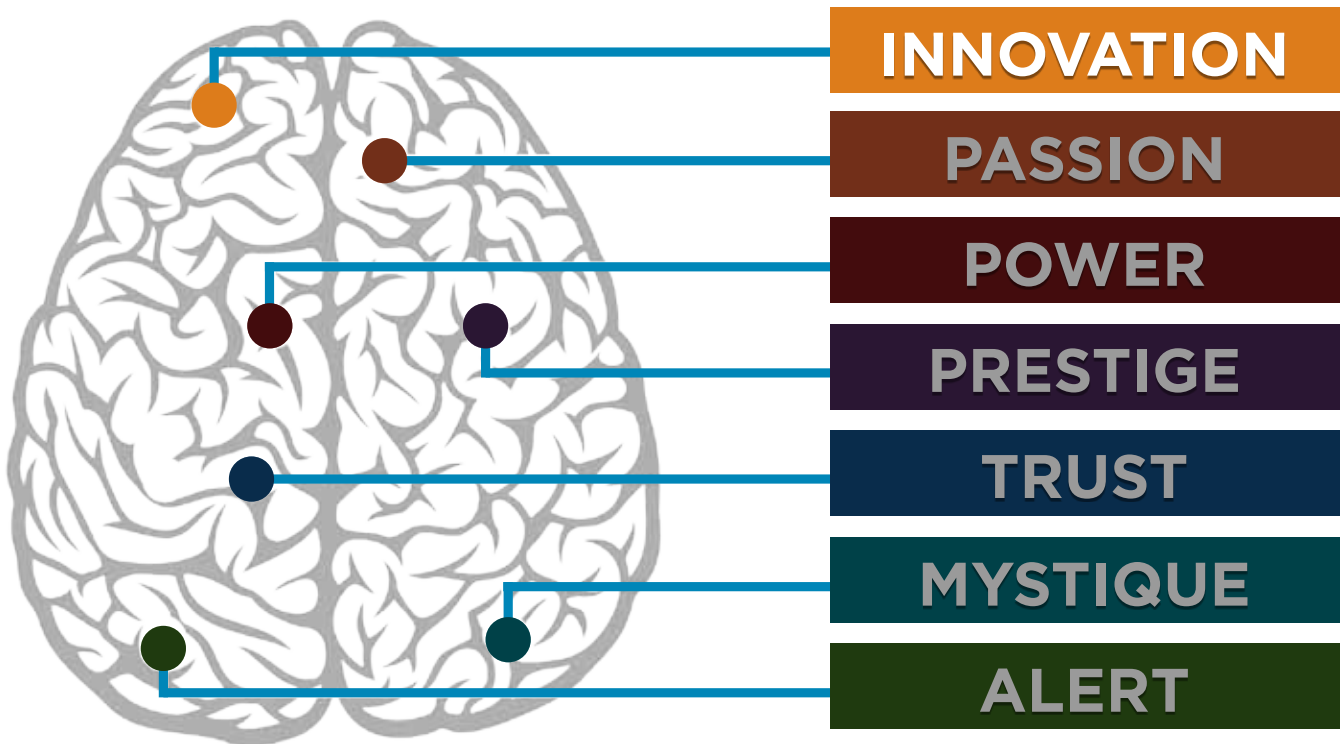




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

THE INNOVATION ADVANTAGE



A CHEAT SHEET TO THE ARCHETYPES WITH **PRIMARY INNOVATION**

INNOVATION

IS THE LANGUAGE OF CREATIVITY

THE ROCKSTAR

BOLD ■ ARTISTIC ■ UNORTHODOX ■
REVOLUTIONARY ■ SENSATIONAL

When you enter a room you command attention (and you enjoy the spectacle). You help liven-up any situation with your humor and bold personality. You love experimenting and you're not afraid to throw some unorthodox ideas into the mix.

THE MAVERICK LEADER

PIONEERING ■ IRREVERENT ■ ENTREPRENEURIAL ■
ARTFUL ■ DRAMATIC

Pioneering and irreverent, you are a strong leader. You often have new ideas and you constantly excite others with your enthusiasm. You don't like slipping into routine and you are comfortable experimenting with new ideas, even in a high stress environment.

THE TRENDSETTER

CUTTING-EDGE ■ ELITE ■ IMAGINATIVE ■
PROGRESSIVE ■ EDGY

In every industry from fashion to gadgets, you can sense what will be hot tomorrow. People admire you because you're imaginative and ambitious. You bring a cutting-edge interpretation to the table. You are happiest when working against the grain.

THE ARTISAN

DELIBERATE ■ THOUGHTFUL ■ FLEXIBLE ■
COMPOSER-LIKE ■ RESOURCEFUL

You are good at generating and implementing creative ideas. But you also appreciate the tried-and-true methods. You enjoy brainstorming and you're flexible with change, but you make sure to remain practical.

THE PROVOCATEUR

CLEVER ■ ADEPT ■ CONTEMPORARY ■
STATE OF THE ART ■ SURPRISING

Clever and adept is how most people would describe you. You generate a variety of fresh ideas and change the rules of how to do business. People are fascinated by the air of mystery that surrounds you and they can't wait to see what you'll come up with next.

THE QUICK-START

PROLIFIC ■ THOROUGH ■ DILIGENT ■
RELIABLE ■ CAN-DO

Your ability to rapidly identify opportunities and execute a plan with determination makes you a vital addition to teams. You mix creativity with a thorough and diligent delivery. Your ability to think on your feet helps you make important decisions under pressure.