



Innovation RTP

November 14, 2012

“Passion Driven Innovation”

Innovation - Defined

- Innovation is the process of converting knowledge and ideas into **better ways** of doing business or into **new or improved products and services** that are valued by the community.

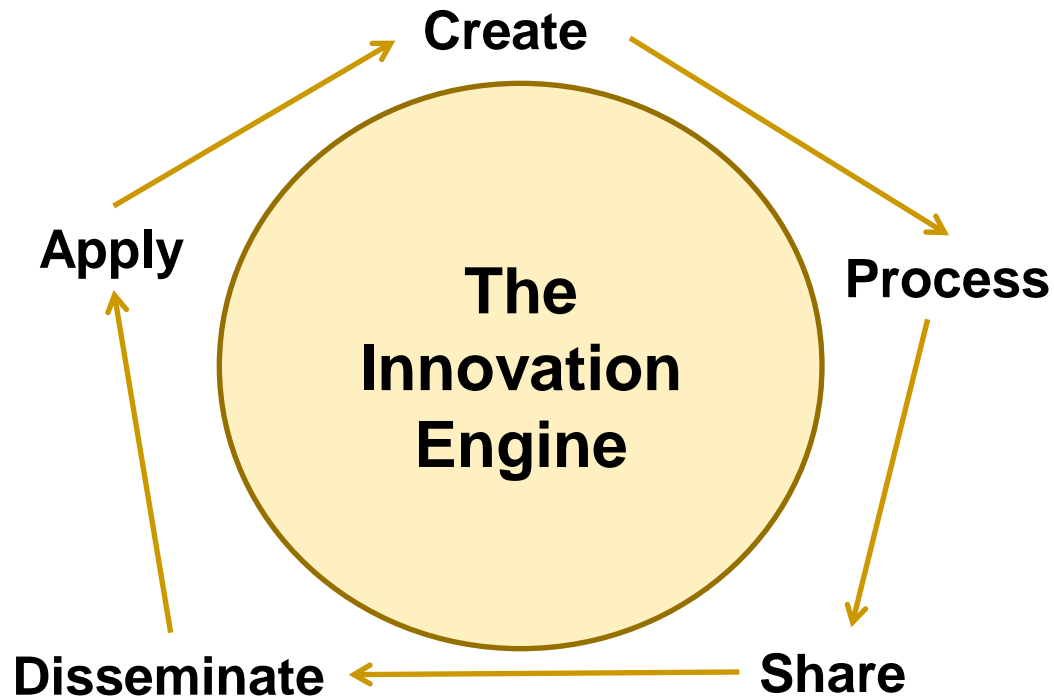
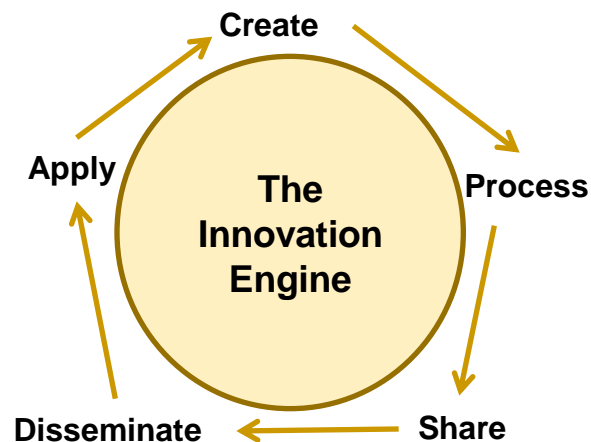


Table Discussion

- Briefly describe a successful innovation you have been involved with – personally or professionally.
- What role(s) did you play?
- What part(s) of the Innovation Engine were you in?
- Others involved? Roles played?
- What made this experience a successful innovation?



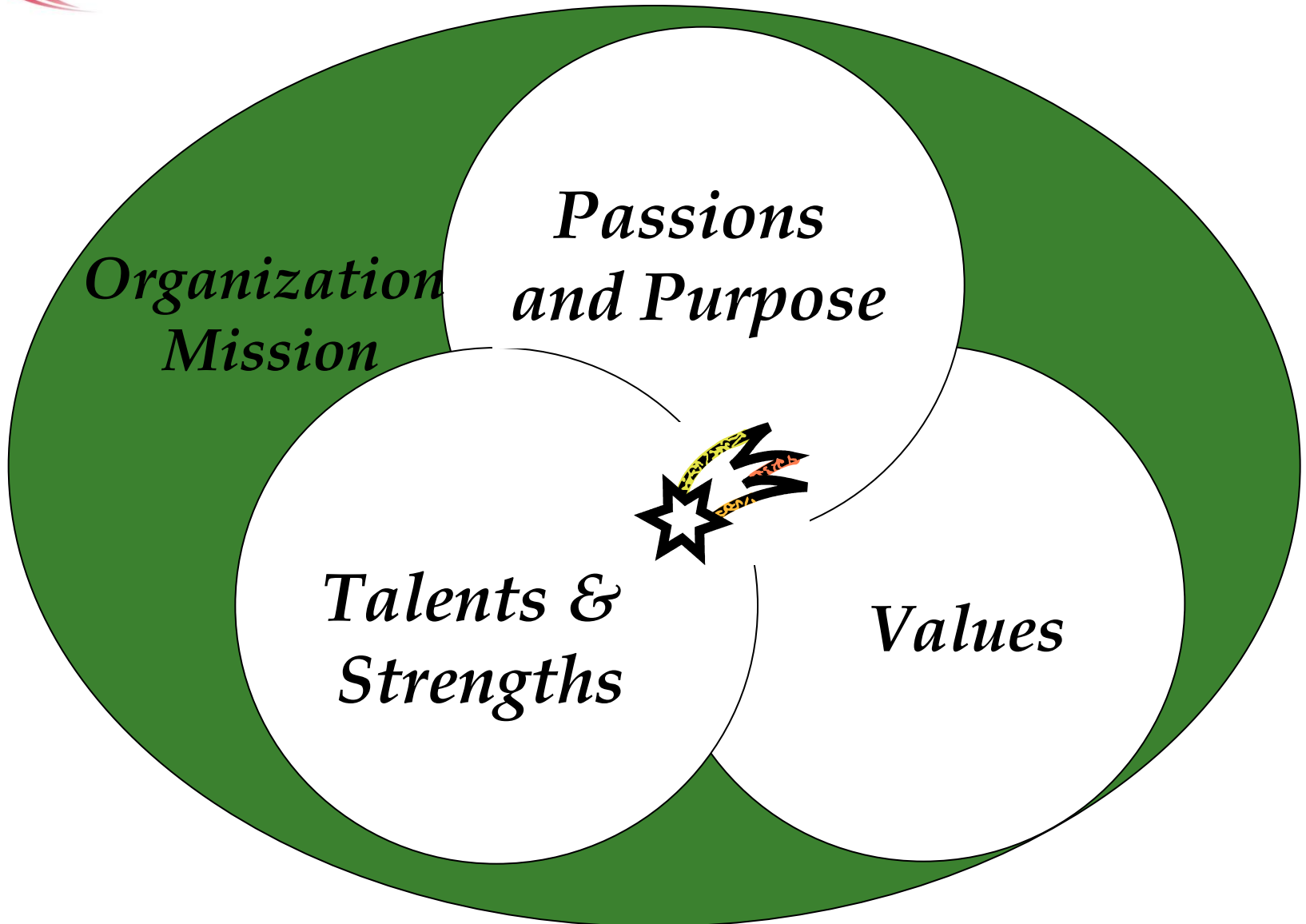
Passion - Defined

- Passion is the outward manifestation of one's inner life **purpose** which drives that individual.
- Passion is an **intense emotion**, compelling feeling, enthusiasm, or desire for something.
- Passion serves as the **fuel** for our motivation and engagement – it **ignites** the human spirit.
- Passion is the **energy** that comes from bringing more of YOU into what you do.

Why Passion?

- Within the U.S., Gallup estimates the cost of employee disengagement to the bottom line to be more than **\$416 billion in lost productivity alone.**
- Fewer than 1 in 3 employees worldwide are engaged at work. (*BlessingWhite Research – Employee Engagement Report 2011*)
- Organizations with high levels of engagement (65% or greater) posted total shareholder returns 22% higher than the average in 2010. (*Aon Hewitt – Trends in Global Employee Engagement*)

A Purpose Linked Organization



- Groundbreaking online assessment tool that assesses and identifies an individual's life and work-related passions
- Quantifiable passions are expressed as **10 Passion Profile Archetypes**
 - Altruist
 - Builder
 - Conceiver
 - Connector
 - Creator
 - Discoverer
 - Healer
 - Processor
 - Teacher
 - Transformer

Passion Archetypes

- **Altruist** - Passionate about making a positive difference in the world. Deeply committed to their causes and relationships with others. Challenges the organization to think about its impact on society while meeting its goals.
- **Builder** - The architect, entrepreneurial spirit for growing the organization. Excellent at overcoming roadblocks and achieving goals. Courageous risk taker thriving in an open landscape. Known for 'making things happen'.
- **Conceiver** - The intellectual acrobat of the organization. 'Out-of-the-box' thinker, idea generator, seeker of innovation, thriving on dissecting concepts, plans or information to develop a greater understanding of the possibilities.
- **Connector** - The bridge builder of the organization. Avid relationship builder linking individuals to problems, needs and solutions. Gifted networker and at moving across multiple organizational functions in pursuit of the truth and developing others.
- **Creator** - Focuses on translating concepts into representations that can be shared with the organization. Incredible imagination with strong creative energy, inspires others through emotion, artistic expression and enthusiasm. Thrive on challenges and possibilities.

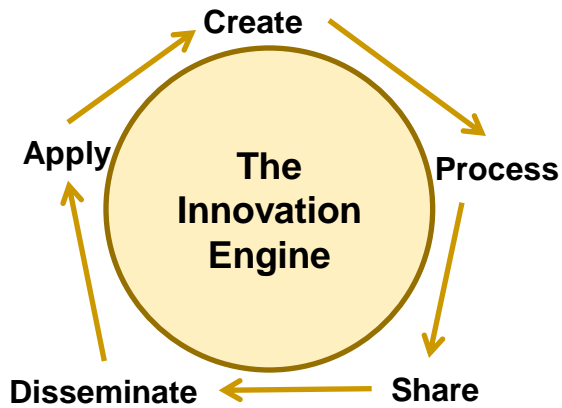
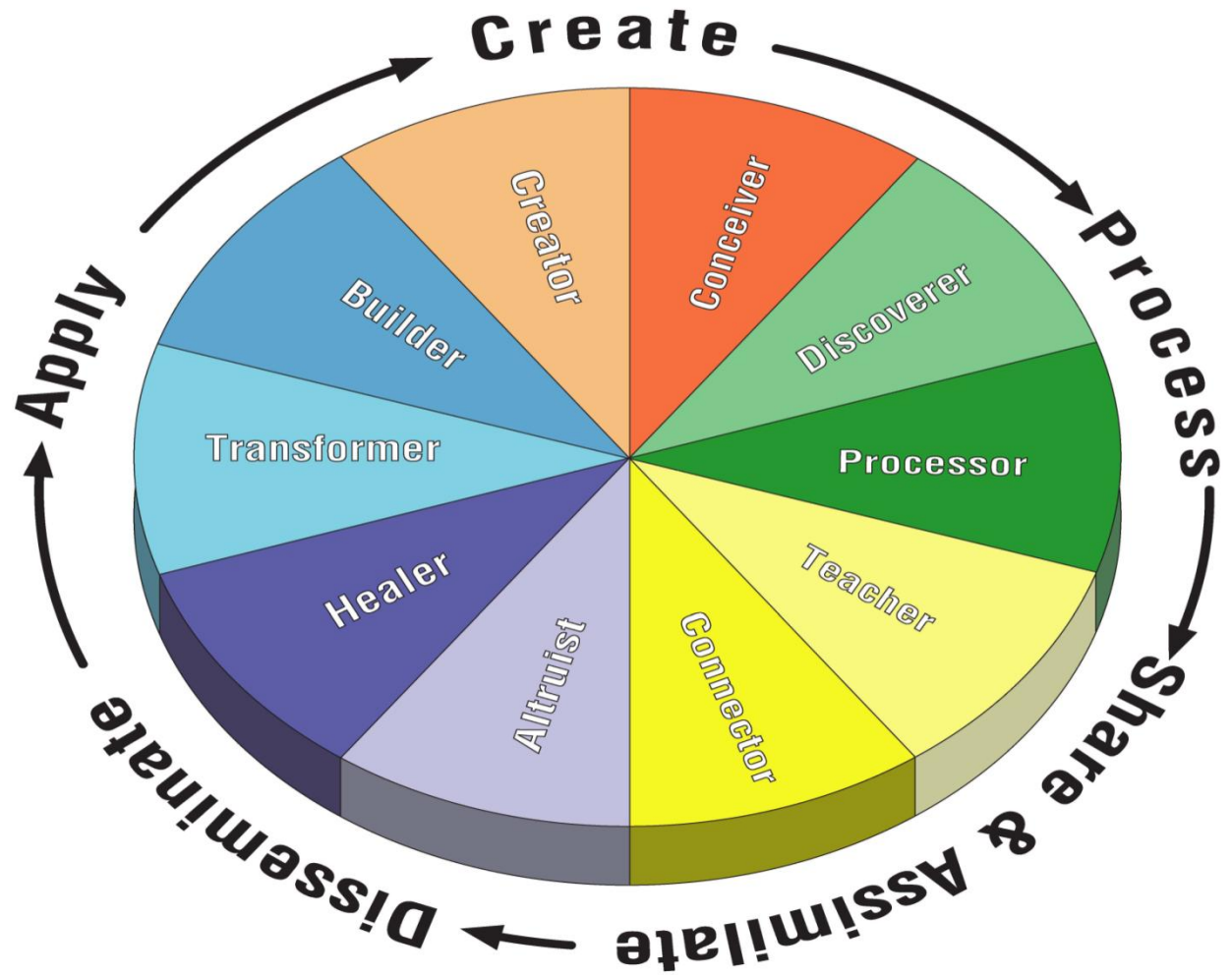
Passion Archetypes (cont.)

- **Discoverer** – The explorer and innovator of the organization. Focused on finding truth and the unknown; pursuers of information that leads to solutions. Logical processor of data and obtaining knowledge to draw useful conclusions.
- **Healer** – Works selflessly to assist others through painful or difficult situations. Creates a culture that supports ‘thriving’. Generates positive shifts in the energy of the team. Strong ability to identify needs, empathize and connect with others.
- **Processor** – The practical-minded sustainer of structure, function and tradition. Passion for analysis, establishing quality standards and reliably implementing plans. Builder of systems and processes for managing the business.
- **Teacher** – The knowledge exchanger and mentor of the organization. Supports the development and learning of others. Acquires and translates new information to enhance the learning of colleagues. Open to discussion and debate.
- **Transformer** – The change agent of the organization. Identifies and embraces possibilities for improvement. Ventures into new territory seeking new and better ways of doing things. Strong ability to identify potential and engender trust from others.

The Passion Archetypes

- Altruist
- Builder
- Conceiver
- Connector
- Creator
- Discoverer
- Healer
- Processor
- Teacher
- Transformer

Passion Driven Knowledge Cycle™



Passion Archetype Operational Perspective™

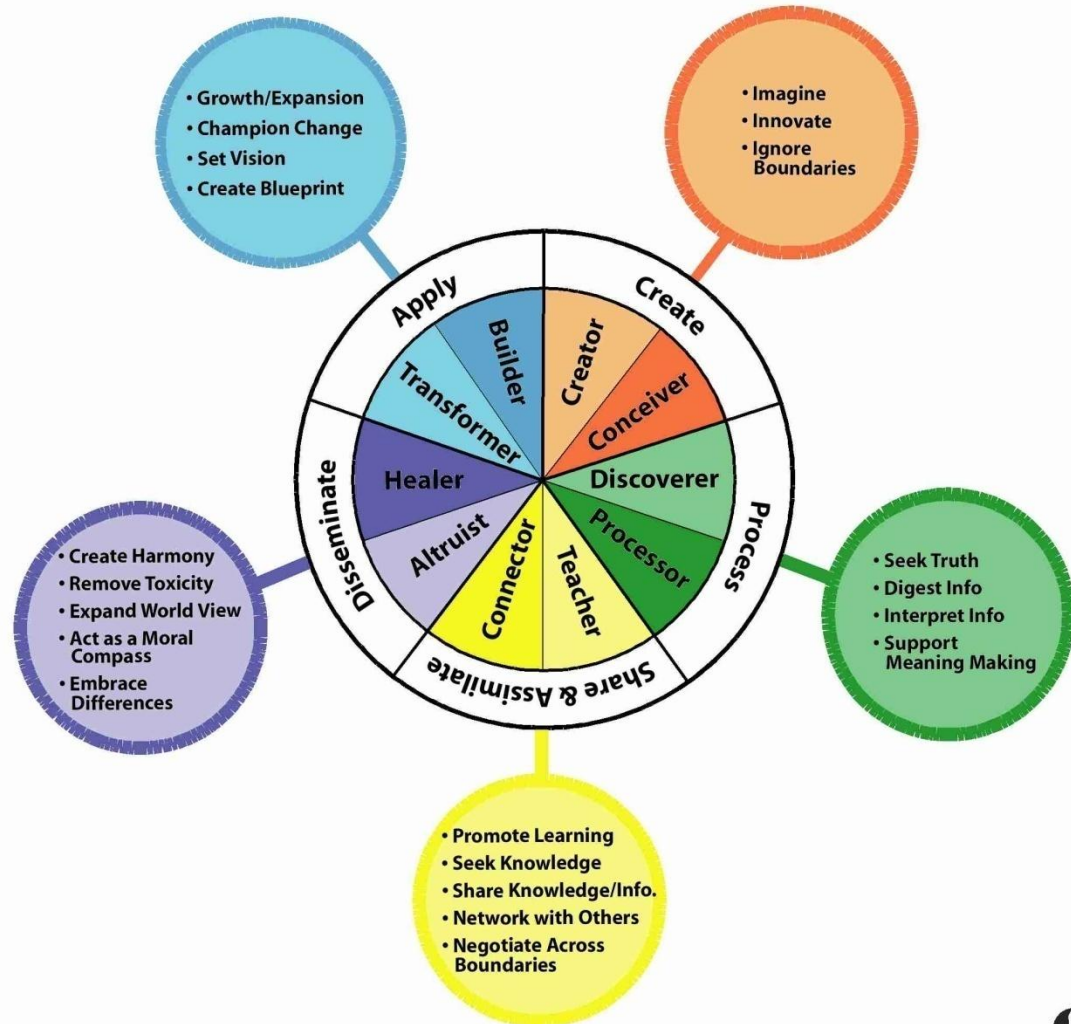
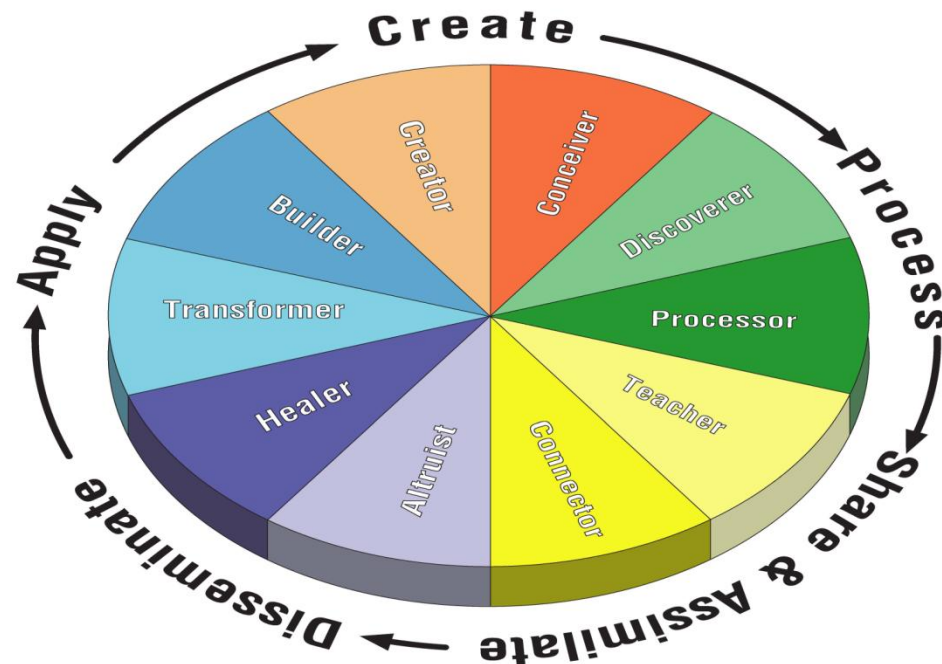


Table Discussion

- Discuss where you fall on the “knowledge cycle”.
- What passion archetypes are needed on your team to achieve innovation?

Passion Driven Knowledge Cycle™



Inspirational Quotes

"Moving toward purpose and passion becomes an act of choosing joy in our work and in all other aspects of our existence." *Alaina Love & Marc Cugnion*

"If there is no passion in your life, then have you really lived? Find your passion, whatever it may be. Become it, and let it become you and you will find great things happen FOR you, TO you and BECAUSE of you."

T. Alan Armstrong

"Go confidently in the direction of your dreams! Live the life you've imagined." *Henry David Thoreau*