



# THE TEN FACES OF INNOVATION

## LEARNING

### ANTHROPOLOGIST

Observe, Interact, Look Around  
Vuja De – see the common for the first time  
Keep a “Bug List” and an “Idea Wallet”  
Maintain a Spirit of Curiosity  
*“The real act of discovery consists not in finding new lands, but in seeing with new eyes.”*  
– Marcel Post

### EXPERIMENTER

Hard Work, Curious Mind  
Fail Often to Succeed Sooner  
Prototype everything!  
*“I have not failed, I have merely found ten thousand ways that won't work.”*  
– Thomas Edison

### CROSS-POLLINATOR

Draw Associations, Make Connections  
Wide sets of interests and Avid Curiosity  
Bring seemingly unrelated ideas together  
*“Leave the beaten track occasionally and dive into the woods. Every time you do so, you will be certain to find something that you have never seen before.”*  
– Alexander Graham Bell

## ORGANIZING

### HURDLER

Tireless Problem-Solver, Optimist  
Quiet Determination, perseverance  
Don't “just do your job”  
Do see beyond initial failures  
*“We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard...”*  
– John F. Kennedy

### COLLABORATOR

The team over the individual, shared journey  
Multidisciplinary teams  
More of a coach than a boss  
*“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”*  
– Charles Darwin

### DIRECTOR

Big picture thinking  
Bring out the best in team members  
Give center stage to others  
Shoot for the moon and wield a large toolbox  
*“I dream for a living.”*  
– Steven Spielberg

## BUILDING

### EXPERIENCE ARCHITECT

Fend off the ordinary wherever you find it  
Facilitate positive encounters with your products, services, organizations, spaces, and events

### SET DESIGNER

Liven up the workplace  
Promote energetic, inspired culture  
*“Every organization (and every employee) performs a bit better or worse because of the planning, design, and management of its physical workspace.”*  
– Franklin Becker

### CAREGIVER

The foundation of human-powered innovation  
Empathy for individuals  
Create relationships

### STORYTELLER

Capture imagination with a story (video, narrative, animation, drawing)  
Spark emotion and action  
*“The universe is made of stories, not atoms.”*  
– Muriel Rukeyser