

# WHAT KIND OF INNOVATOR ARE YOU?



1. An empathetic observer of users.
2. The person who applies understanding of users' experience to provide fresh perspective on a problem.



1. A seeker of promising technology, new academic thinking, and new service models.
2. A person who brings outside learning in.



1. An advocate who publicly advances a cause or point of view.
2. Someone who wields the power to steer attention and influence opinion.



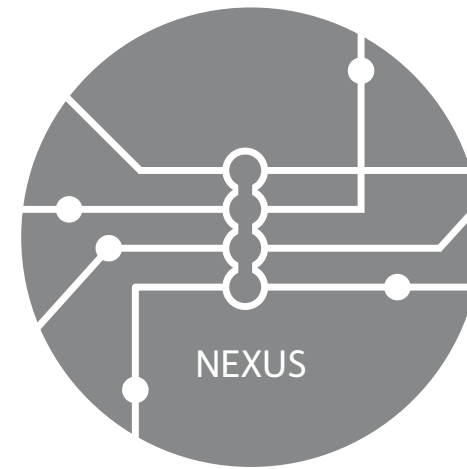
1. Tells narratives of new possibilities that capture our imagination, hopes, and aspirations.
2. Captures memorable characters and moments with video, writing, and animation.



1. A person who is rooted in a future where new relationships and solutions are possible.
2. A person who challenges traditional ideas, values, or ways of working because they see different possibilities.



1. A person who can sustain and protect new ideas and teams while they grow.
2. A person who removes barriers to success by providing financial and technical capabilities.



1. A person who brings together people, ideas, and important resources.
2. A person who creates something new by creating novel combinations of existing elements.



1. A synthesizer who can incorporate inspirations and ideas into tangible forms.
2. A builder who assembles from parts, materials, code, and methods.



1. A person with high expectations inspiring hard work.
2. A person who guides others in building new capabilities and thinking.