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Basadur Profile Types

What is your role in the innovation process?

Professional Types

Implementing
Getting things done

Generating
Getting things started, finding new problems and opportunities

Optimizing
Turning abstract ideas into practical solutions and plans

Conceptualizing
Defining problems and putting ideas together

1. **Generators** love finding new problems and opportunities to work on.

'I like to get things started'

- Get things started, get involved, gather information, ask questions.
- Interested in problem-finding and fact-finding.
- Sense problems, imagine possibilities and new opportunities.
- See the good and bad sides in facts, ideas and situations.
- View things from different perspectives.
- Prefer generating more ideas rather than evaluating existing ones.
- See relevance in almost everything.
- Comfortable with ambiguity.
- Recognize that new solutions throw up new problems.
- Willing to let others take care of details, but dislike too much delegation.

2. **Conceptualizers** like to define a problem and put together ideas and solutions.

'I enjoy taking time to really define the problem'

•Like defining problems and coming up with ideas.

•Like to see the big picture.

•Form quick connections, see opportunities and benefits.

•Distil seemingly unrelated observations into integrated explanations.

•Don't like proceeding until situations are fully understood and problems well defined.

•Dislike being told how to do things.

•Want theories to be sound and precise.

•Prefer not to have to decide between good ideas and underdeveloped alternatives.

•A good radar for and appreciation of ideas, less concerned with moving to action.

3. **Optimizers** like to refine and evaluate ideas, turning abstract notions into practical plans.

'I enjoy turning ideas into practical solutions'

- Turn abstract ideas into practical solutions.

- Like single correct answers to problems.

- Can sort through large amounts of data, and pinpoint faults.

- Confidently make sound evaluations and select the best solutions.

- Have little patience with ambiguity.

- Tend to be relatively unemotional.

- Prefer not to spend much time thinking about other ideas and points of view, or how different problems relate to one another.

- Interested in idea evaluation, selection and action planning

4. **Implementers** do what is necessary to get the job done.

'I want to get things done'

•Enjoy getting things done and being involved in new experiences.

•Excel at adapting to specific circumstances and making things work.

•When the theory does not fit the acts, will discard the theory.

•Like to try things out for real rather than mentally test them.

•Dislike apathy and unmotivated people.

•Risk takers: don't need to completely understand something before taking action.

•Willing to try as many approaches as necessary until they find one that work for everyone.

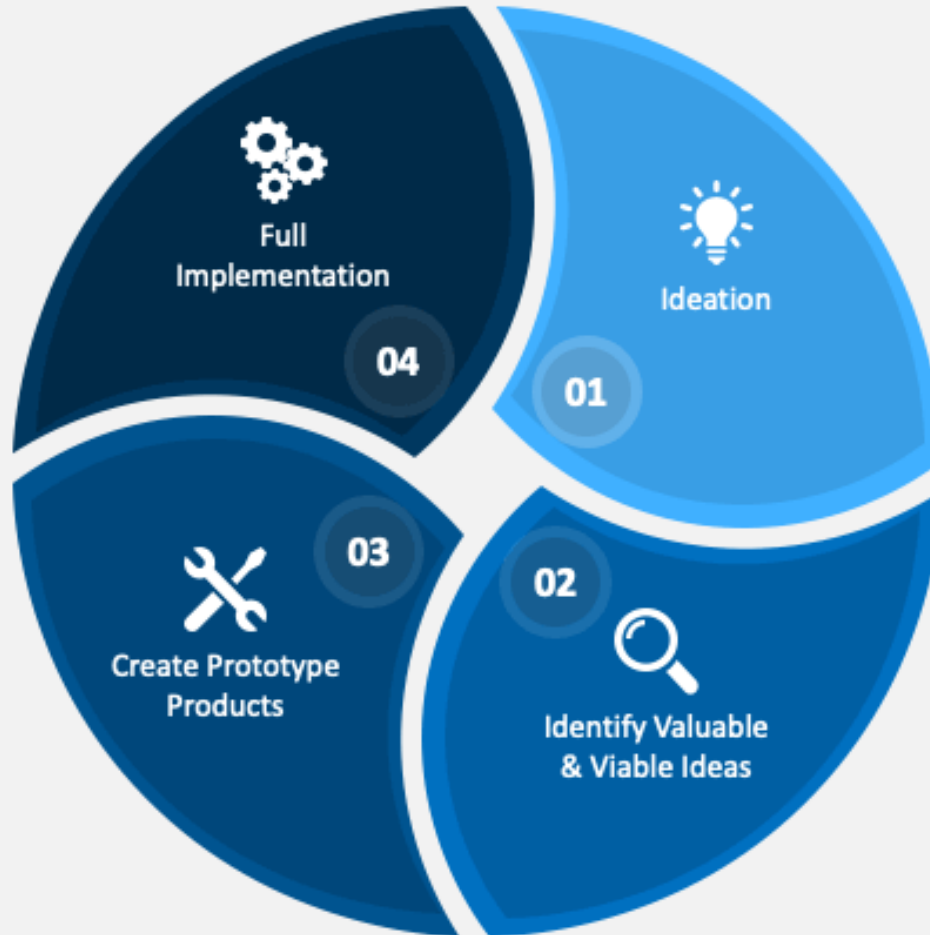•Enthusiastic and at ease with others, but can appear impatient or even pushy when moving to action.

The most efficient teams have at least one of each type.

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Getting things done

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8 Action
1 Problem Finding
7 Acceptance
2 Fact Finding
6 Plan
3 Problem Definition
5 Evaluate & Select
4 Idea Finding

The Innovation Cycle

Group Questions for Innovation at C&T

1. What are some pain points in your workday?
   - Slow down productivity
   - Dread getting to
   - Don't understand fully but do anyway

2. Which one of those pain points do you all experience or can agree is the most impacting?

3. Are there any trainings or office changes we can do to avoid or "heal" those pain points?