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Innovation Styles No. 1: A Definition of the Innovator/Creator

Everyone is different. This is true, even so far as how individuals prefer to approach innovation. There are at least four major groupings of preferences that matter in respect of this, and innovators tend to align themselves to one, or at the most, two. The key thing to understand is if you want to reduce the chance of a particular idea failing, you have to have an instance of each preference to succeed.

The first major innovation preference style is the Innovator-Creator. We all know these kinds of people - they're the ones who dream up exciting ideas in a constant stream. Their talent is in seeing the inspiration in their surroundings and turning it into fresh new concepts that no-one else has thought of. The innovator Creator, quite literally, sees money growing on trees.

The Innovator-Creator is very exciting to be around, because they're almost always upbeat, positive, and always come up with that out-of-the-box thinking that challenges everyone around them. The work they do can be extremely distracting, because even when they are halfway through a problem, even if they've spent weeks getting to that point, they are just as likely to drop tools and find a "better way of doing things" than finish what they've started.

This is the major flaw in the Innovator-Creator: they are usually terrible at implementation and execution.

These are people who might be fantastic at thinking new things up, but asking them to complete what they've started always ends up in tears. This happens even if they're given sufficient resources to delegate the operational aspects of what they set out to achieve. They are characterized by extremely short attention spans and very low boredom thresholds. They'd much rather be dreaming up something new to do than completing what they've already started.

Whilst the lack of operational implementation skills is the main disadvantage of the Innovator-Creator, they are also less than exceptional at seeing the downside in any of the ideas they've created. Because they find the process of creating new things so exciting, they tend to ignore any evidence that makes their "new big thing" look less positive. As a result, Innovator-Creators will often start things which are really, eye-poppingly stupid, only to have them explode in their faces later on.

The characteristic that defines the Innovator-Creator which is always consistent is a love of ideas new, no matter whether they have much relevance to a particular problem or not. If one wanted to find an innovator could be labeled a "cowboy", then this is it.

The Innovator-Creator is but one of the [innovation](#) styles you need if you want to increase the chance of success with innovation. To find out about the others, click through to James Gardner's free online [innovation](#).

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