

FREE  
ONLINE  
PROFILE

'Packed with practical tools and examples to help those who want to innovate, profile their strengths, develop their skills and bring ideas to life.' ROLAND HARWOOD, Co-Founder and Managing Director, 100%Open

IDENTIFY

IGNITE

INVESTIGATE

# YES, YOU CAN INNOVATE

INVEST

IMPLEMENT

IMPROVE

Discover your  
innovation strengths  
and develop your  
creative potential

NATALIE TURNER

# THE INVESTOR PROFILE

**Innovation Role** - Providing pragmatism, decision making and influence

**Mindset** – Courage



## **INVESTOR'S Strengths:**

1. Being good at taking into account complex information and being able to make decisions
2. Understanding whether a business model might work
3. Being pragmatic under stressful conditions
4. Judging where and when to allocate time, money, people and resources
5. Influencing other organisations and people to create partnerships
6. Having the courage to take a risk.

*The image represents the mindset of **Courage**.  
Swirling inwards to make a decision to act, to move forward, to go ahead.*



## **INVESTOR'S Challenges**

INVESTORS need a good combination of logical and pragmatic thinking, with a willingness to follow their hunches and take a risk. These are often difficult skills to combine. Some barriers can include:

- The need to ask for information that might be hard to quantify, which can slow down decision making
- Not allocating separate funds outside normal day-to-day business requirements
- Having too many conflicting demands on limited resources
- Failing to help others grow in their ability to influence and becoming a 'bottle neck' in making things happen.

# **Yes, You Can Innovate**

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