

We create innovators



Innovator Mindset Assessment • Mindset Trek ELearning



We all have the personal capacity to innovate. But some of us are better at tapping into that capability than others. Innovator Mindset® puts the power to drive personal change right where it belongs—in your own hands.

Innovator Mindset (IM) is a rigorous science-based approach to identifying and creating high potential innovators and entrepreneurs.

For both individuals and organizations, innovation requires more than great tools and processes. It requires a certain mindset, one that is creative, adaptive and resourceful; that breaks free of cognitive biases, unconscious assumptions and self-imposed limits.

Innovation is fundamentally about creating value.

Innovator Mindset measures Innovativeness, which has been found to be a remarkably strong predictor of value creation. This is not a single attribute, but rather a constellation of personal characteristics that can be measured and developed. IM provides detailed personal feedback to help foster these high-value capabilities, revealing the beliefs, values and behaviors that promote or interfere with someone's ability to innovate. This makes IM a powerful tool for developing innovativeness—and measuring progress toward that goal.



Innovator Mindset is for anyone who wants to improve their ability to create value...in any endeavor...at any time...in any context.



Educators

If you are among the many educators who teach innovation and entrepreneurship, Innovator Mindset® can be a high value addition to your curriculum. Among the rapidly growing number of programs teaching LEAN Startup principles, IM is a highly complementary approach. For engineering and technology programs, IM helps students develop their innovation skills alongside their technical skills.

Mindset is something anyone can choose to change and develop. But because it is so often unconscious, most of us need some help identifying exactly what our mindset is.

Innovator Mindset provides that feedback, prompting adjustments that enhance students' ability to be imaginative, thoughtfully explore & investigate, make astute observations & evidenced-based decisions, discover fresh insights and invent solutions. These are high value skills that will serve your students well in any field or endeavor.

The Innovator Mindset assessment and Mindset Trek Elearning are available online at [InnovatorMindset.com](https://www.InnovatorMindset.com) and [MindsetTrek.com](https://www.MindsetTrek.com)

Developing Entrepreneurs and Intrapreneurs

Those business founders with a high Innovativeness Index produce dramatically more value, based on common measures of business outcomes. In a study conducted in cooperation with the [Ewing Marion Kauffman Foundation](#), we examined the performance of hundreds of entrepreneurs. Those who scored highest on the IM scale averaged 34 times as much profit, 70 times as much revenue and employed 10 times as many people. That's no small effect.

A large percentage of startups fail. Many more fail to meet expectations and only a few are exceptionally successful. A business founder can try to overcome those odds, or make those odds more favorable—by shifting to a more innovation-friendly mindset.



Mindset Trek

Mindset Trek elearning combines the Innovator Mindset assessment with a series of instructional videos and exercises to provide an in-depth learning experience. One that helps students grasp the importance of mindset, as it reveals their current mindset to them, and provides personalized guidance on the shifts they can make to optimize their capacity to innovate.

Mindset Trek can be delivered entirely online or as part of a blended or flipped classroom, and can be easily combined with a variety of innovation tools and strategies, including design thinking, lean startup and creative problem solving.



Leadership and Culture

Your employees, your team members and in particular your leaders, need to understand not only the need for innovation, but how to make it a sustained organizational capability and a personal competency. This is much more than new product development. It's an alternative way of understanding what it means to run a business or other organization, in order to maximize and sustain value creation.

Recruiting and Development

In today's world, innovation is a crucial organizational competency and personal Innovativeness may be the ultimate transferrable skill. Yet there has been no reliable way to systematically measure someone's capacity to innovate—until now.

How someone scores on IM, as captured by their Innovativeness Index, provides a probabilistic measure of who has the greatest potential to produce new value. That makes it an exceptionally useful metric for evaluating candidates and identifying high potentials. You don't need creative eccentrics. What you need are people who are the whole package, who understand and exhibit the entire constellation of capabilities that innovation requires.

Innovator Mindset® Research

Innovator Mindset is a holistic approach to innovation and entrepreneurship informed by more than a decade of research and development. Innovator Mindset has been studied and validated in cooperation with:

U.S. National Science Foundation
Ewing Marion Kauffman Foundation
University of Massachusetts
Worcester Polytechnic Institute
Medtronic
Thomson Reuters
Allina Health

The following peer-reviewed articles have been published in series in the [International Journal of Innovation Science](#):

- [Valuable Novelty: A Proposed General Theory of Innovation and Innovativeness, IJIS 7-3_01](#)
- [Evaluating Mindset as a Means of Measuring Personal Innovativeness, IJIS 7-4_01](#)
- [Personal Innovativeness as a Predictor of Entrepreneurial Value Creation, IJIS 8-1_01](#)

Download a Free Whitepaper

To get a free white paper explaining Innovator Mindset, including the underlying theory, design and validation, go to InnovatorMindset.com/research/

Visit InnovatorMindset.com and MindsetTrek.com

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