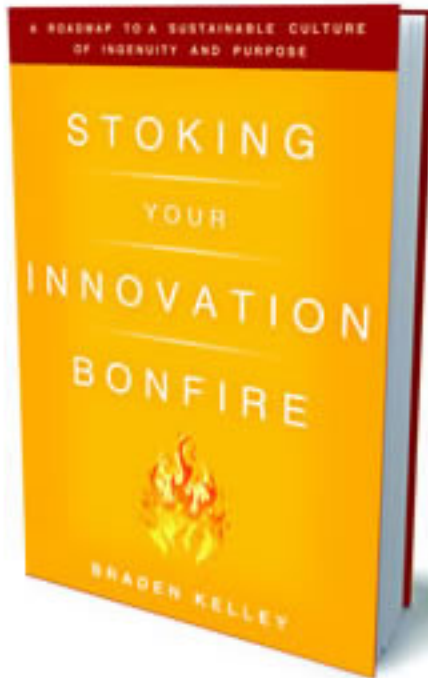




# The Nine Innovation Roles

by Braden Kelley

<http://9roles.com>



As featured in the best-selling book:

***Stoking Your Innovation Bonfire***

## REVOLUTIONARY



**T**HE REVOLUTIONARY IS THE PERSON WHO IS ALWAYS EAGER TO CHANGE THINGS, TO SHAKE THEM UP, AND TO SHARE HIS OR HER OPINION. THESE PEOPLE TEND TO HAVE A LOT OF GREAT IDEAS AND ARE NOT SHY ABOUT SHARING THEM. THEY ARE LIKELY TO CONTRIBUTE 80 TO 90 PERCENT OF YOUR IDEAS IN OPEN SCENARIOS.

## EVANGELIST



**T**HE **Evangelists** know how to educate people on what the idea is and help them understand it. Evangelists are great people to help build support for an idea internally, and also to help educate customers on its value.

## ARTIST



**T**HE **ARTIST** DOESN'T ALWAYS COME UP WITH GREAT IDEAS, BUT ARTISTS ARE REALLY GOOD AT MAKING THEM BETTER.

## MAGIC MAKER



**T**HE **MAGIC MAKERS** TAKE AN IDEA AND MAKE IT REAL. THESE ARE THE PEOPLE WHO CAN PICTURE HOW SOMETHING IS GOING TO BE MADE AND LINE UP THE RIGHT RESOURCES TO MAKE IT HAPPEN.

## JUDGE



**T**HE **Judge** is really good at determining what can be made profitably and what will be successful in the marketplace.

## CONNECTOR



**T**HE **CONNECTOR** DOES JUST THAT. THESE PEOPLE HEAR A **CONSCRIPT** SAY SOMETHING INTERESTING AND PUT HIM TOGETHER WITH A **REVOLUTIONARY**; THE **CONNECTOR** LISTENS TO THE **ARTIST** AND KNOWS EXACTLY WHERE TO FIND THE **TROUBLESHOOTER** THAT HIS IDEA NEEDS.



## TROUBLE SHOOTER



EVERY GREAT IDEA HAS AT LEAST ONE OR TWO MAJOR ROADBLOCKS TO OVERCOME BEFORE THE IDEA IS READY TO BE JUDGED OR BEFORE ITS MAGIC CAN BE MADE. THIS IS WHERE THE **TROUBLESHOOTER** COMES IN. TROUBLESHOOTERS LOVE TOUGH PROBLEMS AND OFTEN HAVE THE DEEP KNOWLEDGE OR EXPERTISE TO HELP SOLVE THEM.

## CUSTOMER CHAMPION



**T**HE **CUSTOMER CHAMPION** MAY LIVE ON THE EDGE OF THE ORGANIZATION. NOT ONLY DOES HE HAVE CONSTANT CONTACT WITH THE CUSTOMER, BUT HE ALSO UNDERSTANDS THEIR NEEDS, IS FAMILIAR WITH THEIR ACTIONS AND BEHAVIORS, AND IS AS CLOSE AS YOU CAN GET TO INTERVIEWING A REAL CUSTOMER ABOUT A NASCENT IDEA.

## CONSCRIPT



**T**HE **Conscript** HAS A LOT OF GREAT IDEAS BUT DOESN'T WILLINGLY SHARE THEM, EITHER BECAUSE SUCH PEOPLE DON'T KNOW ANYONE IS LOOKING FOR IDEAS, DON'T KNOW HOW TO EXPRESS THEIR IDEAS, PREFER TO KEEP THEIR HEAD DOWN AND EXECUTE, OR ALL THREE.



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<http://9roles.com>