

**You're an  
innovator.  
You just don't  
know it yet.**

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**Everyone wants innovation. But how is it achieved? Often, an organization's approach to problem-solving does not allow maximum input from the maximum amount of people. By limiting people's ability to do what they do best, creative thinking and collaborative teamwork – the very sources of innovation – are inevitably compromised.**

**The Basadur Profile exists to overcome just such situations. It does this by providing a unique system to engage people in the innovation process and bring about real change. A proven, research-based instrument, it helps people identify and capitalize on their individual strengths, lets companies tap into the full range of thinking and resources at their disposal, and allows tasks to be tackled in the most creative, analytical and innovative way, from problem-finding right through to implementation.**

**Get in touch**

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## How it works

The first thing the Basadur Profile does is recognize that different people have different capabilities. Depending on the individual, one person's approach to problem-solving and innovative thinking will be different to someone else's.

Some people's strengths lie in initiating new projects and opportunities, and actively seeking out problems that need solving. Others are at their best when defining and understanding new initiatives and taking responsibility for them. For other people it's all about the practical side of things – producing concrete solutions and turning previously abstract ideas into workable reality. Meanwhile, others enjoy seeing a job through, finishing things off and taking action to make things happen.

The Basadur Profile identifies these different styles and creates four corresponding categories: Generators, Conceptualizers, Optimizers and Implementers. People can be skilled in all four areas, so there is crossover. But the important factor is that no matter what people are good at, everyone is included and everyone is equally valued.

By helping you understand these different approaches to innovation and problem solving, and thanks to the insight it provides into preferred ways of working, the Profile let teams work together more effectively.

Underpinning the Basadur Profile is a powerful statistic: when it comes to innovating, teams of people with a diverse mix of styles significantly out-perform teams of a more uniform composition.

Our categories – think of them as individual profiles – dovetail with a four-stage process which can be displayed as a wheel.

**Everyone is included and everyone is equally valued.**

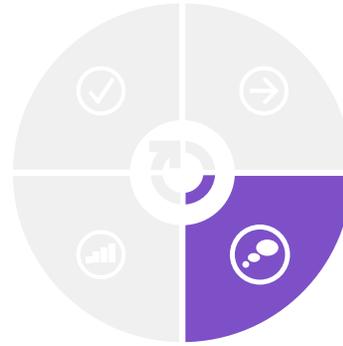
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## Each individual profile typically displays certain characteristics.



### 1. Generators

- 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 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

- 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

- 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 facts, 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 works for everyone.
- Enthusiastic and at ease with others, but can appear impatient or even pushy when moving to action.

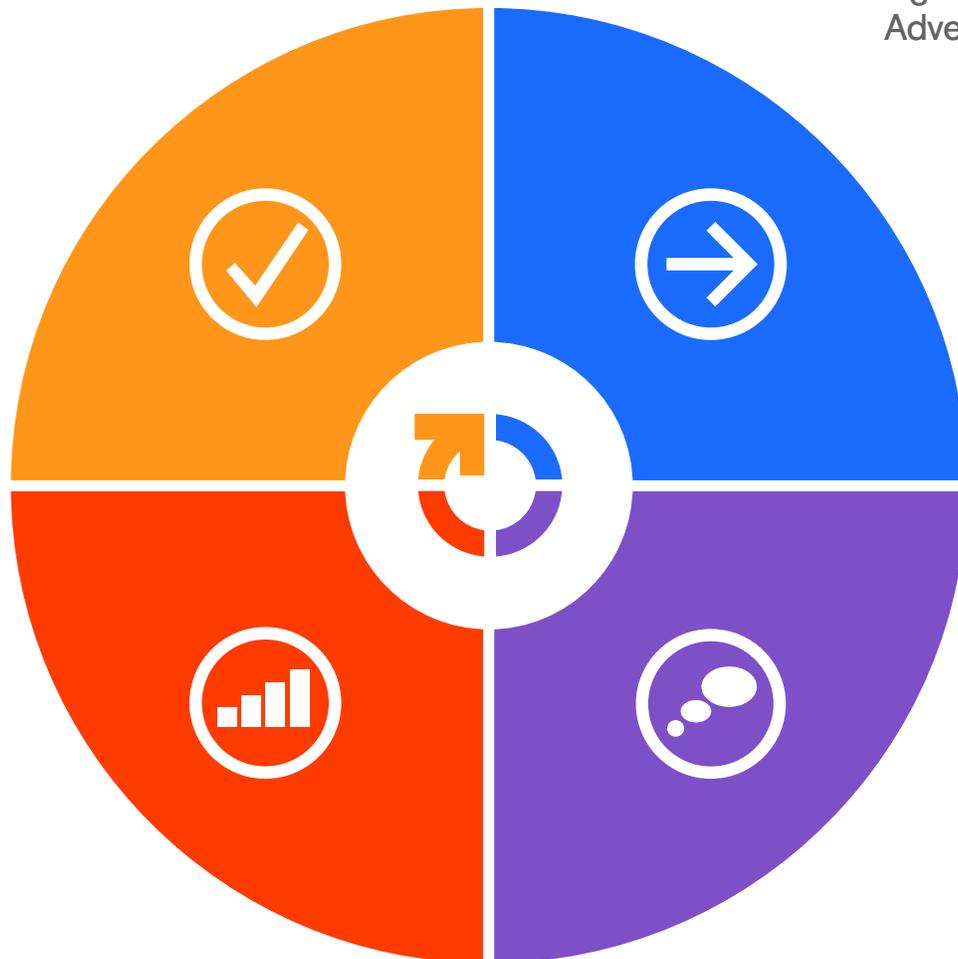
# Different profiles, typical occupations.

## 4. Implementers

IT Operations  
Secretarial/Administrative Support  
Project Managers  
Sales  
Customer Relations  
Manufacturing/Production  
Logistics  
Purchasing

## 1. Generators

Academics  
Artists  
Marketers  
Non-Profit/University administrators  
Teachers  
Training and Development  
Advertising Creatives



## 3. Optimizers

Engineering/Engineering Design  
Manufacturing Engineering  
Finance  
IT Programmers/Analysts  
IT Systems Developers  
Accounting  
Technical Customer Support

## 2. Conceptualizers

Designers  
Market Researchers  
Organization Development  
Product Developers  
Research & Development  
Strategic Planning  
IT Senior Consultants

## From the best individuals to the best teams.

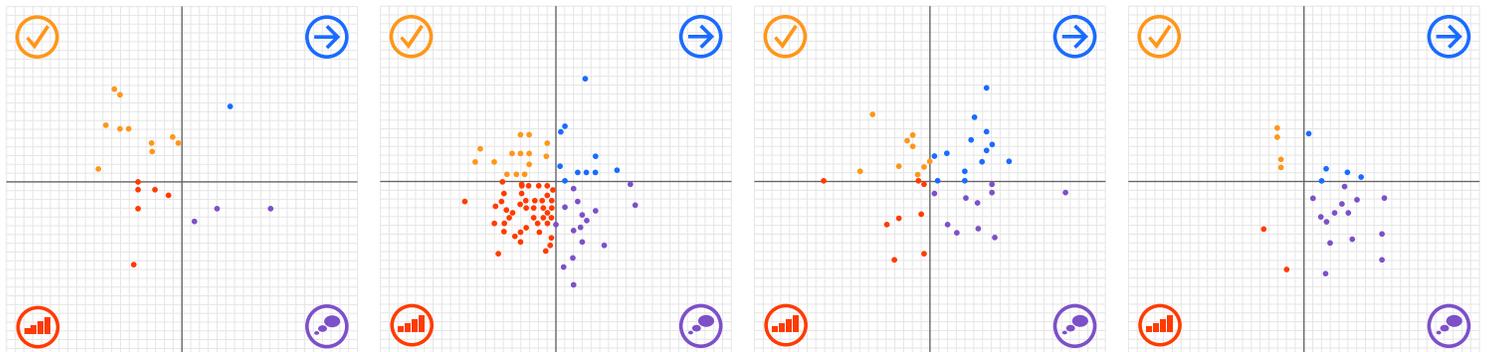
Being armed with a clear understanding of individual working styles means you can now build teams that work at full strength. The best teams have an appropriate mix of Generators, Conceptualizers, Optimizers and Implementers. With a diverse line-up, each member plays to their strengths – working at full capacity in their relevant stage of the process while others work at full capacity in theirs. People work together to move through the four stages of the process. And because the Profile lets you see where imbalances exist, these can be addressed to give full rein to each person's creativity and innovation.

The Profile also tells you how much time needs to be spent on each of the four stages. If for example your team is loaded towards Optimizers and Implementers, you're made aware that you need to spend more time working at the Generator and Conceptualizer stages.

No one style is more important than another. To work around the circle smoothly and effectively, you need people working together through each of the four stages. It's the process that matters, and following it takes the chance element out. Like a trainer teaching you good technique, the more rigorously you stick to it, the more successful the results.

**With a diverse line-up, each member of a team plays to their strengths – working at full capacity in their relevant stage of the process while others work at full capacity in theirs.**

Different scatter diagrams for a variety of teams



**Simple, experiential,  
inclusive. The power of an  
interconnected system.**

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- 1. Basadur Profile**
- 2. Simplicity Thinking**
- 3. Skills, Tools & Techniques**