







## Category 1: Investigators

Investigators have a talent for thinking objectively, evaluating and analyzing opportunities, and discovering new solutions to customer pain points. Need to think through a complicated process? Need an objective opinion? Ask the investigator.





Master Planners use their keen analytical skills to anticipate and reduce risk in order to achieve longterm success.





Architects use their analytical lens to see past established barriers and ways of doing things to anticipate and reduce risk along the pathway to success.





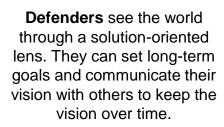
Ambassadors know how to ask the right questions and work with others to create a plan to anticipate and reduce risk to achieve success.





Voyagers see beyond the norm to find ways to solve customer pain points, even when it means setting and pursuing long-term goals to achieve success.

















## Category 2: Adventurers

Adventurers carry a number of talents and skills in their entrepreneurial tool kit to take a product or service through the journey from idea to success in the marketplace. Some adventurers are innovators and some are great advocates of innovative ideas.





Promoters see through barriers to generate powerful ideas. They have more than ideas, however; they have the analytical skills to manage risk along the path to success.





Star Gazers see great opportunities and have the patience and grit to make them succeed over time. They manage risk and are willing to make sacrifices for long-term gain.





Visionaries have the skills to manage risk along the way to long-term success. They excel at communicating and collaborating with others to keep the vision over time.





Disruptors combine a powerful blend of creative and analytical skills to deliver innovative solutions to customer pain points, even when it means pursuing long-term goals to succeed.





Conquerors see golden opportunities and know how to ask the right questions and use teamwork to overcome any obstacles along the road to success.













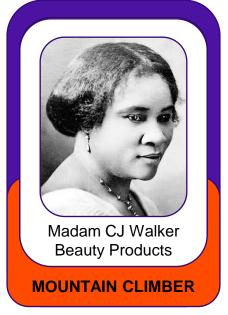
## Category 3: Navigators

Like Adventurers, Navigators use a range of talents and skills to successfully chart their entrepreneurial journey. They spot opportunities, find innovative ways to capitalize on them, and have what it takes to create buy-in with stakeholders.





Trail Blazers see great opportunities and use their creative and analytical skills to develop innovative products and services that capitalize on those opportunities.





Mountain Climbers combine creative thinking with analytical skills to generate innovative ideas and build long-term plans to manage risk along the path to success.





Groundbreakers see opportunities and manage risk to capitalize on them. Their collaboration skills help them manage risk through teamwork.





Pathfinders see opportunities in trends and the value in short-term sacrifice for long-term success. They inspire others to share their vision and succeed over time.

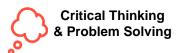




Explorers combine creative and analytical skills to find innovative solutions to customer pain points. They thrive in teams and communicating their vision with others.













## Category 4: Visionaries

"What if?" is the favorite question for Visionaries. They don't let established ways stand in the way of great ideas. They don't just stop at the idea phase, however—they test their ideas to ensure they will be a success.





Game Changers see innovation through a solution-oriented lens. They embrace taking calculated risks to bring exciting new products and services to market.





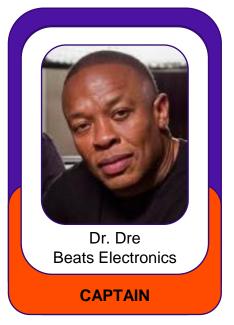
Tacticians have a talent for recognizing great opportunities and creating innovative ways to achieve them. They have the patience to set long-term goals to make their visions succeed.





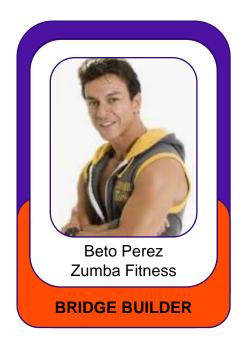
Influencers are willing to take chances and excel at engaging others to share their vision.

They know the value of teamwork in creating the best product possible.





Captains understand that creating visionary products often requires long-term planning and the support of others. They excel at inspiring others to share their vision over time.





Bridge Builders have a talent for spreading their innovative ideas and enthusiasm to others. They excel at collaborating with others to turn their visions into reality.