



## CHARACTERISTICS

You are the ultimate innovator. You constantly seek better ways to do everything from the most mundane task of brushing your teeth to improving the rocket fuel that powers the space shuttle.

You can't stop yourself. You take virtually anything and want to improve it, make it better and share your improvement with the world. You invent things and take what has already been invented and improve that, too. You constantly ask yourself the questions: "What if we tried this differently? What if we did it this another way?" You contribute to the world with better processes, better systems and operate under the motto "often pleased, never satisfied." You are excellent at associating and taking from one industry or discipline and applying it to another always with the aim of improving something. You generally operate with a high level of energy because after all, that too, is a better way.

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## CHALLENGES

The very strength of your **WHY** also presents a distinct challenge. Nothing is ever "right" because it can always be made "better." You have a hard time choosing what to eat in a restaurant because some other choice on the menu might be better than the one you are about to make. You never leave well enough alone and can frustrate other team members, especially those who go to great lengths to create systems that work and should not be messed with. You are much happier away from activities and tasks that require a proven methodology established by someone else such as accounting or the practice of intellectual property law that has rules that cannot be improved upon. As far as you're concerned everything can be made better.

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## SOLUTIONS

Actually, the solution is both straightforward and effective. Do what you do well and stay away from everything else. You do not belong in operations other than for a brief visit to see if you might contribute an idea (immediately, or maybe later in private to a department manager) to improve something before you step out and allow people to do their jobs. Focus on your strengths and surround yourself with those who will take care of the rest. When you do, you can innovate, tinker, improve and invent to your hearts content--and in so doing, you make the world a "better" place.