

Stronger, More Collaborative, More Innovative Teams

The Basadur Profile Team Report

What's included when your team takes the profile?

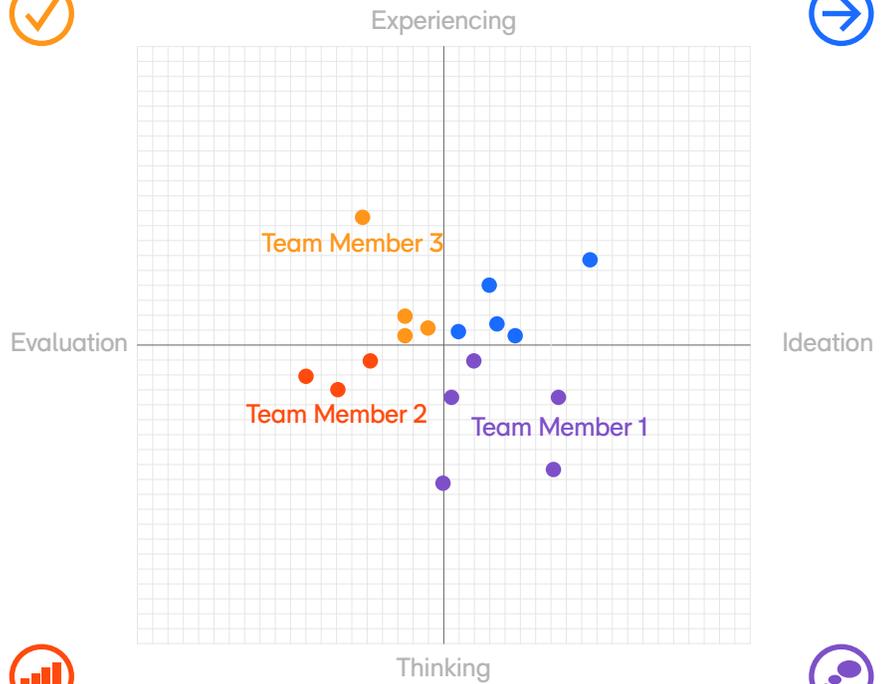
- 1. TEAM Scatter Report**
Quickly see the overall style and cognitive diversity of your team.
- 2. Detailed reporting of TEAM members**
Get a detailed report of each member to develop a greater appreciation for why they might prefer certain tasks over others.

Your TEAM scatter report

- Quickly determine the cognitive diversity of your team.
- See your team member's preferred style by name.
- Understand "holes" in team thinking styles and utilize for future hiring.

Implementer
4 people (23.5%)

Generator
5 people (29.4%)



**4 people (23.5%)
Optimizer**

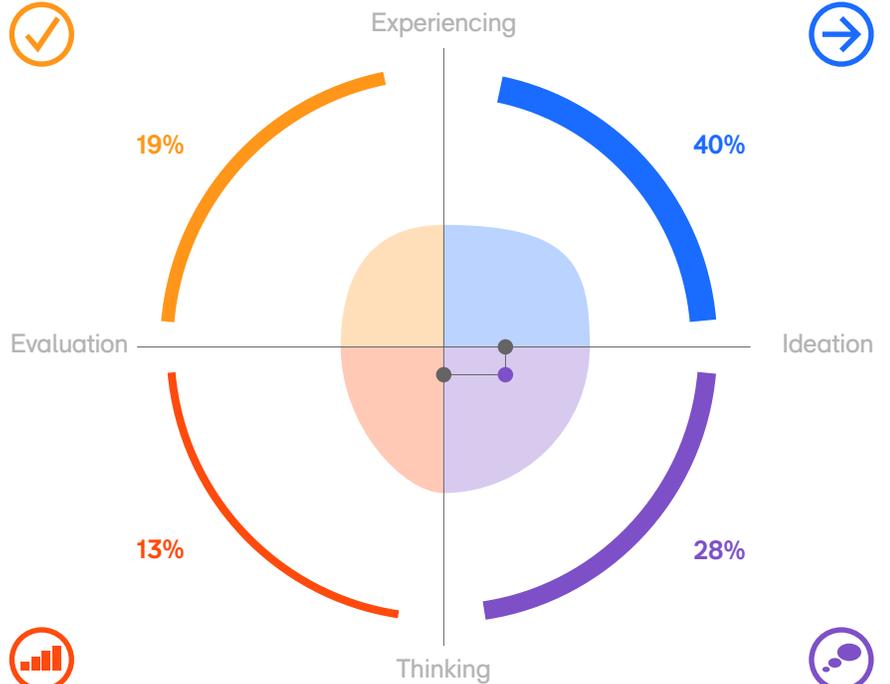
**5 people (29.4%)
Conceptualizer**

Detail reporting of each team member

- All people have a blend of the 4 styles. Understanding their overall preferences can highlight the potential for conflict working together.
- See your team's preferences to come up with new ideas or evaluate them.
- Understand your team's propensity to think or experience.

Implementer

Generator



Optimizer

Conceptualizer

Ready To Learn Your Team Profile?

Let us set you up with one of our Basadur Certified Profile Administrators



Does your team have enough of each style?



This report can help you understand:

1. Why a team might “get stuck” executing certain tasks:
Most people have preferred tendencies and styles. If your team doesn’t have enough strength to truly conceptualizing the problems and optimizing the solutions, your organization may have a tendency to come up with ideas that don’t resonate with the current market.
2. Why there may be “Conflicts” among your team:
Imagine a team full of generators that keep coming up with new opportunities, only to have their ideas, constantly have holes poked in them by the optimizers. By taking the Basadur Profile your team will have much greater respect for each other’s style and conflict is greatly reduced.

Where do you go from here?

1. Get the team together:
Once you have taken the Basadur Profile, It is time to bring the team together and start the conversation. You will find that the Profile not only functions as a management tool, but a team building tool.
2. Develop New Skills:
The Basadur Profile is the catalyst to getting your team together to build new skills to improve upon respect, empathy and collaboration amongst your team.
3. Innovate Better Together:
Once your team understands each other and develop the skills to better collaborate, the next and final step is to make it a habit of systematically including all people (Innovative Styles) in an organization. For over 40 years, our coaches and have been helping organizations improve the full cycle of creativity from ideation to execution.

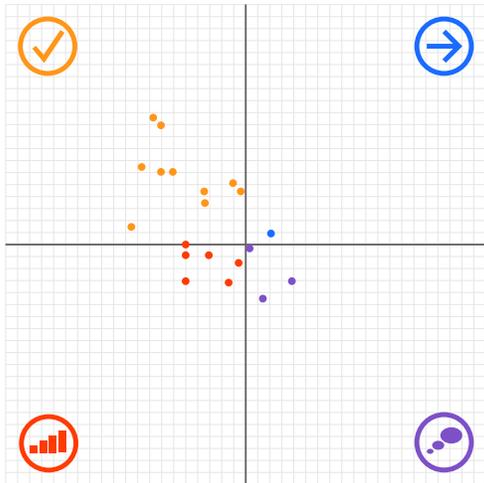
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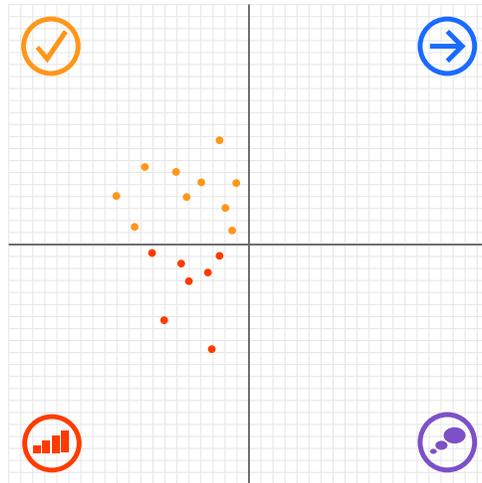
Appendix A Analyzing A Team

The following examples show profiles of real business and the PROFILE of their teams. They can give business an idea as to what problems they may be facing due to excess or shortage of style to create a strong team.



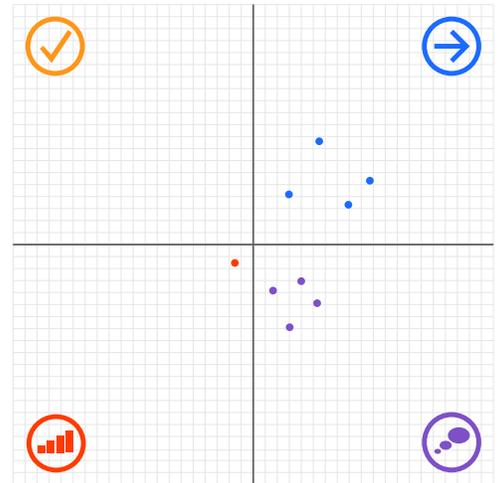
Not Enough Generators?

This large global engineering company was struggling to develop new products & enter new markets.



Not Enough Generators OR Conceptualizers?

This team in an auto manufacturer was too quick to jump to solutions vs. taking the time to find & define the right problems.



Not Enough Implementers?

This European company created a new break through idea but stalled due to lack of interest in implementing.

Appendix B Common Conflicts

Although opposite styles have conflicts, people can be taught to not only respect each other's differences but realize participation by all styles is imperative to continuously strong collaboration and innovation.



How Conceptualizers see Implementers

- Should not get paid
- Never see them do anything
- Always see them thinkin



How Implementers see Conceptualizers

- They are dangerous because they'll do anything
- Don't appear to think first
- They see them continuously try failed solution



How Optimizers see Generators

- Think they are unable to focus on the "real" problem
- Think they start working on 5 new problems before one solved
- Believe generators are hard to "pin down"



How Generators see Optimizers

- They are too narrow minded
- Cannot see the big picture
- Think they know the right answer but for wong problem.

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