

Where You Get Your Energy

E

- ☐ I feel most energized after socializing
- ☐ I prefer a fast-paced environment
- ☐ I process information best by talking through it
- ☐ At a party, you can usually find me in the center of the action

I

- ☐ I feel most energized after time alone
- ☐ I prefer a contemplative environment
- ☐ I process information best internally
- ☐ At a party, you can usually find me observing the action

How You Process Information

S

- ☐ I prefer ideas with practical applications
- ☐ I prefer literal explanations
- ☐ I want details and specifics

N

- ☐ I prefer ideas with conceptual applications
- ☐ I prefer metaphorical explanations
- ☐ I don't want to worry about details and specifics

How You Make Decisions

T

- ☐ My decisions are rooted in logic
- ☐ I prioritize justice
- ☐ I'm comfortable arguing or finding flaws in arguments

F

- ☐ My decisions are rooted in my values
- ☐ I prioritize harmony
- ☐ I'd prefer not to argue so I won't make others uncomfortable

How You Process Your Environment

J

- ☐ I prefer to make plans ahead of time
- ☐ I like step-by-step instructions
- ☐ I'll make a decision and stick to it
- ☐ I can be a bit stubborn

P

- ☐ I prefer spontaneity
- ☐ I like flexible instructions
- ☐ I'll keep my options open
- ☐ I can be a bit impulsive

Your Resulting Type

E or I

S or N

T or F

J or P

— — — —

TRADING CARD PROTOTYPE

In preparation for (d)innovation, I created a simplified Myers-Briggs test and did a practice run of it during my Concept Development PK Presentation, feedback confirmed that it was an effective and usable translation of the MB test.

I then took the 16 personality type descriptions and redefined the dichotomies as innovation personaltiy types: “ADVENTUROUS EXPLORER” “DEPENDABLE NAVIGATOR” “POETIC DIPLOMAT” and “INVENTIVE VISIONARY”, in turn focusing the descriptions to fit the context of the (d)dares.

Adventurous Explorer

ISTP | ISFP | ESTP | ESFP

Enthusiastic and adaptive maverick driven by new experiences.

I prefer a relaxed environment that will allow me to frequently take the project in new directions.

Dependable Navigator

ISTJ | ISFJ | ESTJ | ESFJ

Caring and practical loyalist driven by consistency.

I prefer following proven methods to lead the group and keep us focused on our goals.

Poetic Diplomat

INFJ | INFP | ENFJ | ENFP

Empathetic and cooperative visionary driven by a greater good.

I prefer achieving activism and harmony over calculable successes and want to understand everyone else's perspectives.

Inventive Visionary

INTJ | INTP | ENTJ | ENTP

Excellent strategic thinker driven by practical solutions.

I prefer to follow my own process and will provide critiques and new perspectives to consider.

Project Process

CHECK-IN PLAN

I printed the four type card prototypes as large posters to be attention-getting and readable for a large group of people. The colors of the prototype cards matched the four nametag sticker colors.

EACH (D)DARES PARTICIPANT WOULD:

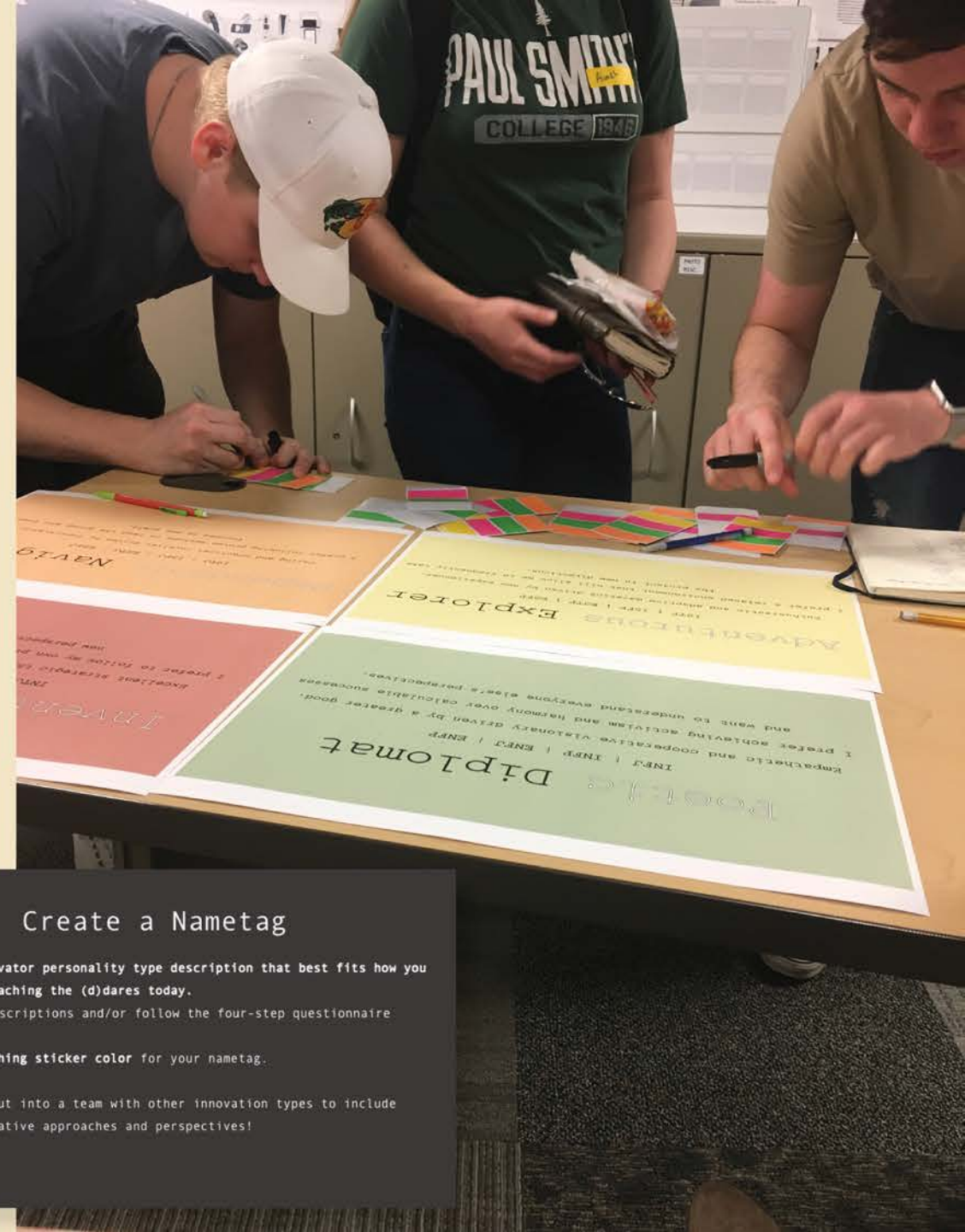
1. Read the four card descriptions
2. Choose the card they thought described how they were going to interact with their team today
3. Find a nametag sticker with the corresponding color
4. Write their name on the nametag
5. Record the color they chose in the check-in notebook

EXECUTION

This check-in method went smoothly. After everyone checked in, I divided the group into their nametag color groups and had them count off into numbered groups, thus giving each group an equal distribution of types.

RETROSPECT

I would have had everyone put their information directly into a google form instead of my notebook. That was a lot of e-mails to type.



Create a Nametag

1. Find the innovator personality type description that best fits how you plan on approaching the (d)dares today.
 - Read the descriptions and/or follow the four-step questionnaire
2. Choose a matching sticker color for your nametag.
3. You will be put into a team with other innovation types to include different creative approaches and perspectives!

(d) innovation



Some people were immediately drawn to “adventerous explorer”
 “I’m torn between red and green, which one is there less of?”



G: “with love comes acceptance”
 O: “I’m taking notes”
 Y: “Ooh, definitely this one”
 “What if I’m all of them?”
 G: “I really like this one!”



QUALITATIVE DATA

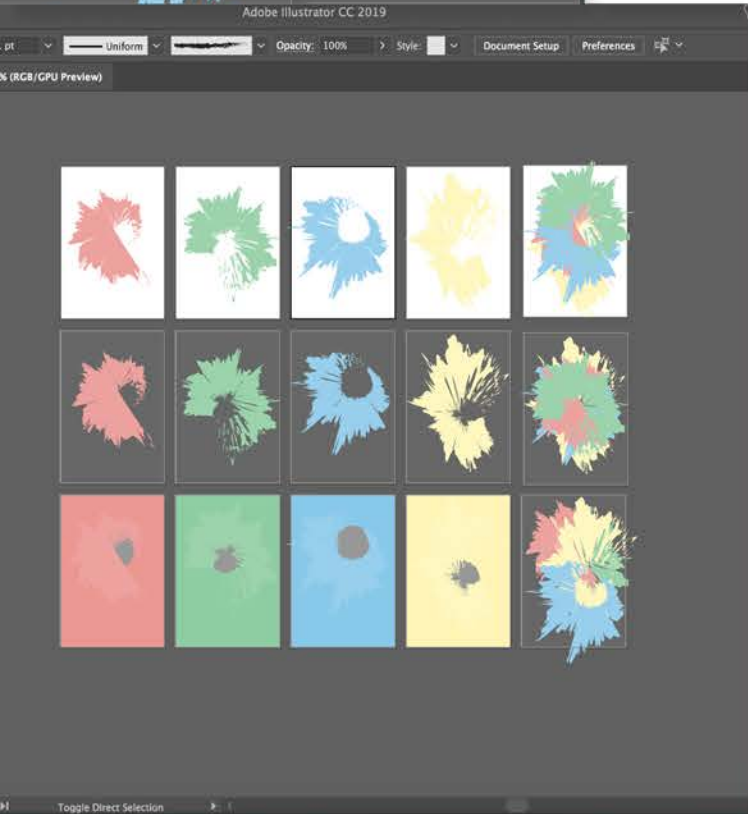
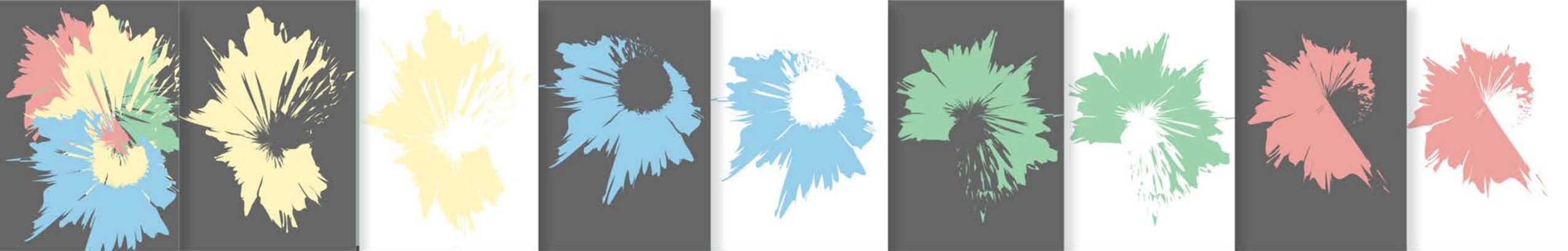
Observations from check-in
 and the teams working.

Y: “Oh, I have no logic, I just
 go by feelings”

R: “oh, of course we’re *this one*, makes us sound stuck-up but...”



(d) innovation



USING BODY LANGUAGE OBSERVATIONS TO DEVELOP CARD DESIGNS

ADVENTUROUS EXPLORERS: Quick, unfocused gestures directing energy away from the group

DEPENDABLE NAVIGATORS: Smooth, contained gestures directing energy onto the materials

POETIC DIPLOMATS: Inclusive, welcoming gestures directing energy around the group

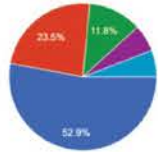
INVENTIVE VISIONARIES: Direct, anchored gestures directing energy into the group

All four designs start from a central circle which I then manipulated to symoblize my observations, each symbol is simple to provide enough information to catagorize the cards without distracting from the infromation on the cards.

Project Process

How did you chose your name tag color?

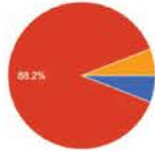
17 responses



- I read the descriptions and thought it best described me
- I already knew my Myers-Briggs and used that color
- I looked at what colors had the most or least nametags left
- I liked the color
- I chose the description I aspire to be, even if I identified more with...
- Didn't have a tag color

Did you change your name tag color at any point during (d)dares?

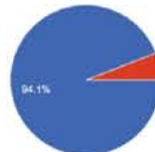
17 responses



- Yes
- No, and I didn't want to
- No, but I wanted to

Do you feel that your group had a good mix of different personality/innovation styles?

17 responses



- Yes
- No

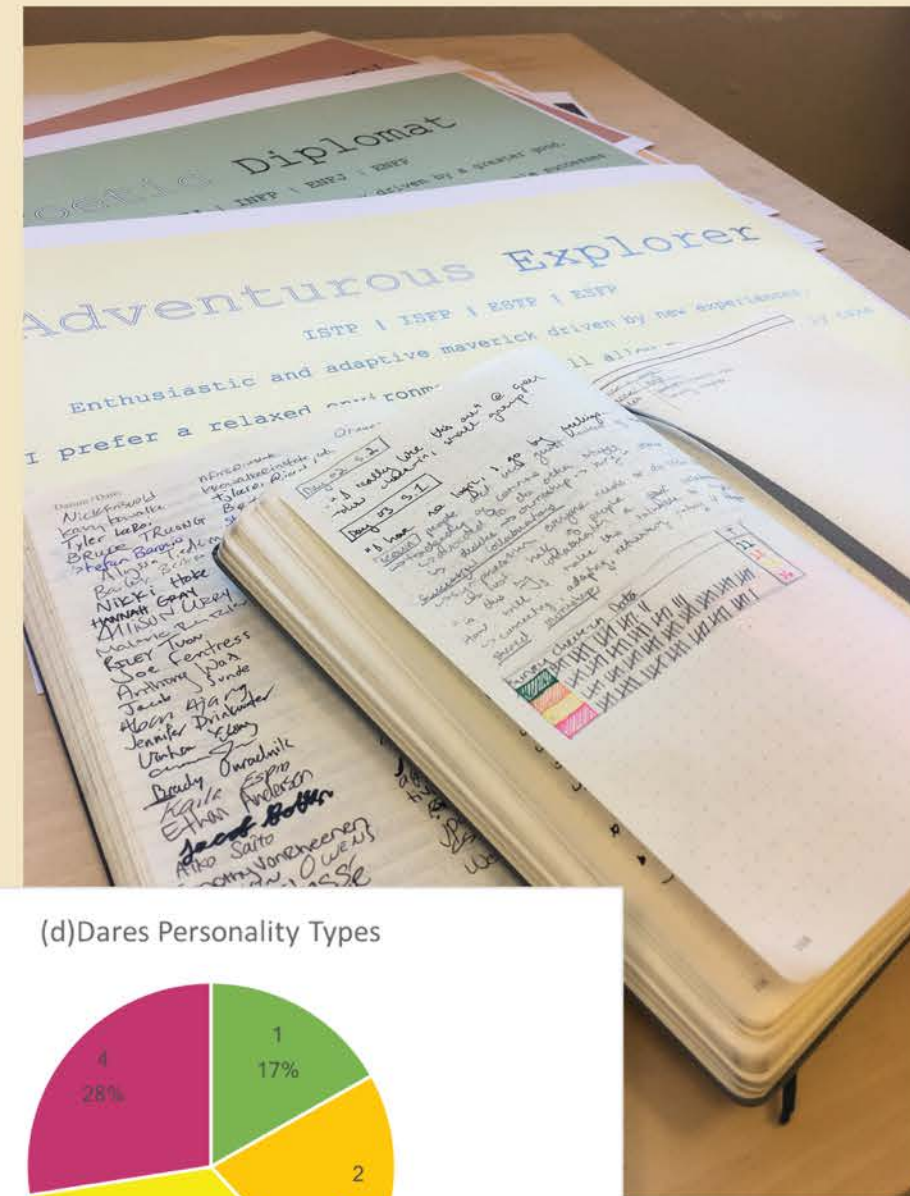
QUANTATATIVE DATA

I sent out a survey after the event to determine:

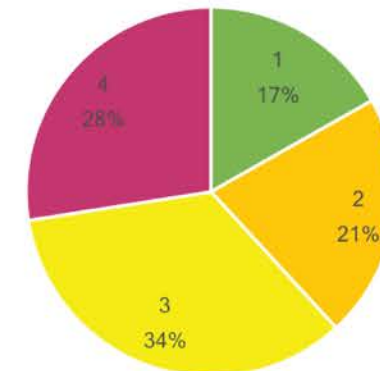
1. How people chose nametags
2. If they switched nametag colors
3. If they felt that their team had a good mix of innovative types
4. If they felt any more connected to people of the same nametag color

LEADER INTERVIEWS

- Yellow nametags were usually most willing to try something first
- Red nametags were usually most engaged, leading the conversation
- Where is the incentive?
- Why don't people compare notes?
- Morning groups more focused on the affects of the project
- Afternoon groups less serious, happier to explore
- Afternoon groups more reluctant to participate
- Afternoon groups more visual learners



(d)Dares Personality Types



(d) innovation

ESTP/ESFP

- "What do we know about the problem?"
- "How will the solution fit into what we are doing now?"
- "Who else has this problem, and how are they fixing it?"

IST/ISFJ

- "Where is the evidence that there is a problem?"
- "What's the history of the problem?"
- "Would minor changes fix the problem?"

ENTP/ENFP

- "How else could we see this?"
- "What's the big picture?"
- "What would be ideal?"

INTJ/INFJ

- "How will the industry evolve over the next three years?"
- "How might our competition evolve in that time frame?"
- "What can we do that's new and different?"
- "If we were the competition, how would we counter our moves?"

ESTJ/ENTJ

- "Do we know the purpose of our team and what we want to accomplish?"
- "What are the boundaries of the challenge?"
- "What strategic planning model will work best here?"

ISTP/INTP

- "What needs improvement?"
- "How can we look at this differently?"
- "What is the worst possible thing that could happen? How are we prepared to address that issue?"

ESFJ/ENFJ

- "Who will be affected and how?"
- "Who might contribute specific strengths or skills?"
- "How do we get everyone on board in order to implement the change?"

ISFP/INFP

- "How does everyone feel about this issue?"
- "How does this fit into the team's values?"

ENTP/ENFP

- Give them lots of creative freedom and a variety of options
- Encourage them to listen and let others alternate taking the lead
- Structure process meetings as brainstorming sessions
- Encourage them to reflect between meetings
- Make sure they are acknowledging details and boundaries

INTJ/INFJ

- Make sure they are appreciated for their work
- Provide them with a focus and agree on deadlines for data collection
- Give them privacy and space for reflection
- Encourage them to share their thoughts and ideas with open-ended questions
- When they appear stressed by information overload, ask "In what other ways can we look at this?"

ESTJ/ENTJ

- Give them a structured environment with a balance of challenges and time for reflection
- Give them opportunities to teach others how to lead
- Ask questions encouraging them to consider everyone's perspective
- Ask them about their reactions, especially in times of change
- Encourage them to take reflection time

ISTP/INTP

- Give them space to work independently and manage their own time
- Encourage them to consider different perspectives and emotional reasoning
- Ensure they have enough reflection time before asking questions on their opinions

ESFJ/ENFJ

- Give them a clearly defined challenge with room for exploration and reflection
- Validate their insights and build a relationship of mutual respect

Inventive Visionary

Brainstorm

"How will the problem evolve over the next three years? How will our solution evolve with it?"

Poetic Diplomat

Brainstorm

"What would be ideal, if anything were possible?"

Adventurous Explorer

Brainstorm

"How will our solution be integrated into what we are doing right now?"

Dependable Navigator

Brainstorm

"Where is the evidence that there is a problem? What is the history of the problem?"

USING TEAM AND TYPE OBSERVATIONS TO DEVELOP CARD CONTENT

After team discussions, proposed questions from the MB IDES Doc materials, and survey data confirmations, I wrote the material for the innovation personality cards.

Each card contains a question or statement relevant to the type descriptions, divided into three categories.

The material is on the top half of each card for easy stacking.

Project Process

POCKET PERSONALITIES

Each deck contains 32 cards, divided into 4 innovation profile categories (7 cards per category) and 4 assesment cards in an easy-to-transport envelope.

PROFILE (4): Each of the four innovator types has a profile card marked by a grey background ((d)dares prototypes)

BRAINSTORM (3): Questions for each type of innovator to consider during the collaboration process.

REFRAME (2): Action cards for each type of innovator.

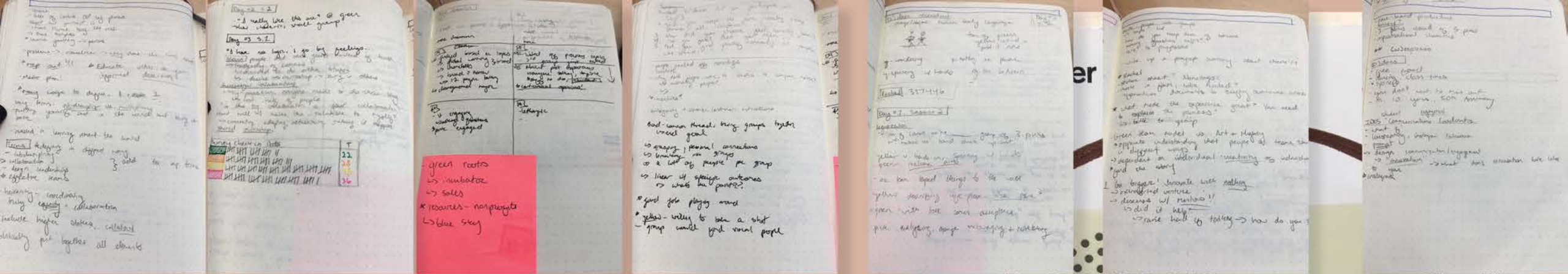
COLLABORATE (1): Two suggestions for collaborators leading this type of innovator.

ASSESS (4): There are four MB assessment cards included (simplified MB Test)

This deck of cards uses componants from my work during each of the semester's phases, combining them into a portable tool. You can take the short assessment or choose a stack based on the descriptions, select multiple cards from each, or shuffle them out to your team!



Project Resolution



READING: print books, blogs, interactive tests, youtube videos
RECORDING: written notes, quotes, questions, typed information
CONVERSATION: design majors, peers, design professionals, 4-H
leaders and parents, professors/mentors
OBSERVATION: teams, MBTI conversations, body language

