

Innovation Archetypes: 6 Distinct Patterns



Disruptor

- High Risk
- High Reward
- Market Changer



Optimizer

- Efficiency
- Cost Reduction
- Process Focus



Explorer

- Research
- New Markets
- Experimentation



Builder

- Platform
- Ecosystem
- Infrastructure



Connector

- Partnerships
- Integration
- Networks



Guardian

- Security
- Compliance
- Risk Mitigation

