

The Innovator

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## **The Innovator**

Innovators want to create something extraordinary. They are performance-oriented and assertive. Driven by ideas, they focus on facts. What they tackle should simply turn out well. They like to consult with a professional partner and want to convince an audience.

This book describes their particular strengths and competencies. It shows what is important to be satisfied with oneself and one's life.

## **Christoph Hofmański**

Before Christoph Hofmański (born 48) founded his consulting company under the name "Kommunikationsmanagement" in 1988, he worked as a marketing manager in an international IT company. During this time, the discussion about emotional intelligence began to become more audible. Guided by the question "What is a certain behavior good for?", Hofmański interpreted the bi-polar dimensions of personality psychology as existential, conflicting basic needs. This gave rise to the construct of "deep motivation" in the mid-1990s. In the work of the last 25 years, there has been a growing realization that we can better understand people if we bring the construct of basic needs into a multi-layered model that captures the "flow of energy" from drivers to situational behavior. Practical use in many coaching sessions motivated Christoph Hofmański to develop TwentyFive.

**Christoph Hofmański**

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## **Motivational Type**

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## 1. I am an innovator

The result of analyzing my depth motivation says that I am an 'innovator' type.

The Sense.Ai.tion GmbH documentation provides a brief overview:

[link][<https://doc.senseaition.com/twentyfive/portraits>]

Innovators want to create something extraordinary. They are performance-oriented and assertive. Driven by ideas, they focus on facts. What they tackle should simply be good. They like to consult with a professional partner and want to convince an audience.

**Relationship:** As a complement to their own personality, it is important for the innovator to have a partner who ensures communication and integration within their circle of friends, while they take care of their innovative work. Freedom of movement and recognition are important for the need for enforcement and individuality. Anything that prevents them from doing their work really well and slows down their creative energy is seen as a hindrance. It is also good for the partnership to be proud of each other and self-sufficient. The innovator needs

appreciation from his partner and freedom of action.

**Decisions:** An innovator compares alternatives using their own evaluation criteria. What best meets my requirements? He scrutinizes product or service descriptions, quality checks, expert opinions, comparative tests, critical reports.

He then looks at the various alternatives. How can I better realize my vision? He looks at potential successes, profits, speed, independence, progress.

**Career:** Most innovators strive in their careers to work independently and to be important to a company because of their achievements. With their successes, they can climb the career ladder if they can make as many decisions as possible themselves and are free to organize their work on the basis of target agreements and clear framework conditions. Their know-how should be valued. This will be particularly the case in companies with an innovative focus.

Successful innovators use the special experiences and skills that match their personality, such as inventiveness, motivation and quality awareness. They want to be asked for innovative tasks and be able to exchange ideas with colleagues and superiors.

**Learning:** An innovator learns through factually exciting examples (innovations), which they can try out as directly as possible after critical examination. Pictures and films (visualization) as well as reading and individual work (answering questions) are helpful.

**Motivation:** Innovators are positively motivated when they have the freedom to develop something new. They want to be proud of what they have achieved. So it has to be something special that deserves recognition.

If they want to achieve something, they use their professional powers of persuasion and their rational critical faculties. Depending on the situation, the need for Belonging, Safety and empathy may also become apparent. Most of the time, however,

the desire to create something unique and assert themselves with it has the highest priority.

**Well-being:** An innovator is doing well when their most important needs are being met: Being able to develop freely, doing what is important in the moment without hindrance, experiencing adventure and enjoying success. To have knowledge, opportunities and the time to create something special that they can be proud of. Above all, he needs the freedom to determine his own actions in everyday life and the opportunity to showcase his achievements.

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## 1.1 The success team

Everyone has conflicting basic needs that usually unconsciously argue about what we should or should not do.

In the innovator, enforcement and recognition lead the inner team. They want to impress and get ahead through special achievements.

The two strongest forces in the inner team are assisted by the orientation needs for knowledge and empathy.

The rational thinking of the rationality side provides for the analysis of what has happened to date and also what factual consequences would result from changes, for example.

The emotional side of empathy not only feels possible effects, but also uses intuition to come up with improvements and imagination to test their responsible realization.

The interplay between rationality and empathy provides our leadership team with tested, feasible visions from enforcement and recognition.

Conflicts arise between these four parties that need to be resolved:

- Enforcement wants everything done immediately and exerts pressure.
- Recognition wants to check everything carefully and avoid mistakes. This takes time.

Innovators need good **time management** to do justice to both sides.

Rationality wants to exclude the emotional aspects because

they cannot be calculated and are therefore pointless.

Empathy resists this emotional coldness. We do not live alone and if we hurt other people emotionally, this has consequences that we can observe in the many armed conflicts today.

Innovators need a talent for mediation and must always consciously switch on **balancing reason** in their deliberations.

And then there are the basic needs for Belonging and Safety. Both of these are also essential for survival. And they increase the innovator's inner conflict potential.

Belonging says: "We don't live alone in this world. To provide for ourselves, we need people to provide food, clothing, housing, energy and so on. You have to adapt to them, talk to them, integrate yourself at least to some extent. At some point and to someone, you want to sell your great ideas. That won't work without communication."

Safety adds: "If you don't take care of yourself, you'll end up on the street at some point, without shelter, without supplies, but with highly interesting concepts. Those who blindly strive forward with zeal are taking far too great a risk. Totally unnecessary and with great potential for self-destruction. We need reliability and you four can present well thought-out plans for this. I will examine everything for risks."

The innovator realizes:

If the inner team wants to agree on common paths, it needs attractive goals that everyone agrees on.

The inner team has a problem.

The innovator loves that.

That's exactly what he is for.

Problems are like unsolved puzzles, simply exciting.

He can let off steam with them.

Assess the exact initial situation, let his imagination run wild, think fast and furiously, try out the first solutions in his mind, either discard them immediately or hold on to them for the time being because other elements are still missing. Ask your intuition for other suggestions.

Try out and evaluate.

Look for an attractive goal that satisfies all six opposing basic needs.

Where do we look for problems that we can solve innovatively?

Body (facts, technology, physics ...)

Soul (emotions, music, theater ...)

Mind (culture, faith, philosophy ...)

Past (history, evolution, causal research ...)

Present (sensing, transportation, processing ...)

Future (development, medicine, health ...)

Individual (beauty, education, time management ...)

Partner (mediation, care, coaching ...)

Group (communication, health, study programs ...)

In this way,  $3 \times 3 \times 3 = 27$  fields can be defined for which the innovator could be enthusiastic, for example **Soul-Future-Partner**.

What he chooses depends on his previous experience, his preferences or even his hobbies.

Perhaps he suffered as a child from his parents' arguments and later from his own failed relationships.

In psychoanalysis, he has learned that more than 90% of bad arguments with his life partner are based on narcissistic transference, which is easy for a coach to recognize and

communicate.

Now our innovator has the idea of creating an **AI-based relationship app** that is able to act as a relationship coach or mediator to help partners understand each other and thus ensure peace in their relationship.

With this first idea, the clarification in the inner team begins (usually unconsciously).

Enforcement: Yes. It is something new and an exciting challenge.

Recognition: Yes. I am creating something unique and important.

Rationality: Yes. The logic for this arises from the typical patterns with which the amygdala processes emotional situations.

Empathy: Yes. It could be an important contribution to more humanity, especially in close relationships.

Belonging: Yes. Because then you would have to work closely with your friends in the AI department and it could become a modern application.

Safety: I need to think about whether and what risks could arise from this. How will the financial supply be secured by then? Well, if both are okay, then I'm happy to go for it.

The better we succeed in integrating all emotional aspects, i.e. all conflicting basic needs, into this idea, the more we feel the enthusiasm within us.

The entire emotional world is behind us. We are carried by positive emotions. It will be a joy to achieve this goal.

Such fantasy excursions are typical for innovators and this is how they learn how to integrate members into our team.

The self-management of a successful person of the innovator type utilizes the entire inner team, because this means that all the different areas of experience and perspectives with their complementary skills are available to them.

![PAGEFULL][<http://texorello.org/W99C0P0>][TwentyFive -  
About the forces of the unconscious]

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## 1.2 The mental dashboard

Feelings are the dashboard of the soul. This dashboard shows us whether and to what extent our basic needs are being met.

### **Enforcement**

Too much: overexcited, enthusiastic

Satisfied: calm and powerful

Hungry: fear of getting stuck

### **recognition**

Too much: strutting along like a peacock

Satisfied: calm and proud

Hungry: fear of rejection, mistakes

### **rationality**

Too much: lecturing others

Satisfied: calm and curious

Hungry: fear of confusion, error

### **empathy**

Too much: being one with the universe

Satisfied: calm and harmonious

Hungry: fear of despair, coldness

### **Safety**

Too much: unbeatability

Satisfied: calm and secure

Hungry: fear of change

### **Belonging**

Too much: raging enthusiasm

Satisfied: calm and integrated

Hungry: Fear of being alone

Too much is unhealthy.

This also applies here, because then the balance in the bi-polar system gets out of joint.

When we feel 'one' with the universe or a beloved partner, for example, we have given up all distance.

But this is what our cognitive side needs. It is literally in the dark.

The same applies to the dimensions

- Enforcement or Safety
- Recognition or Belonging

Every too much on one side causes too little on the other basic needs.

Those who are completely satisfied feel above all calm and happy in a deep way. Nothing exuberant, but 'just' this inner balance.

This applies to all the fields described above:

- body-mind-spirit
- past-present-future
- Ego-Self-Partner-Group

This all-round care is simple, because our basic needs do not require much. There is actually a lot of food available, at least in our culture:

- for enforcement (freedom of movement for little adventures),
- recognition (being able to do something yourself),
- knowledge (available at will thanks to the internet),
- empathy (times of leisure after work and at the weekend),
- Safety (our social system provides for us in an emergency)

and

- Belonging (we can meet wherever and whenever we want).

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## **Ende der Leseprobe**

Das vollständige Buch finden Sie bei Amazon.

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