

The Ten Faces of Innovation describes the third approach as the “*Cross-Pollinator*,” and the key is leveraging solutions from other disciplines and hiring or acquiring diverse perspectives.

Cross-Pollinators was the defining characteristic of these amazing innovators. Who doesn't belong?

A: Leonardo da Vinci

B: George de Mestral
(inventor of Velcro)

C: Jane Goodall

D: Orville and Wilbur Wright

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By contrast, “the Anthropologist” approach to innovation is primarily about observation and experience. Not just look, but really observe. Get in the police car and ride along, with a focus on the experience of the *customer*.

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