

leading innovation

27 indispensable innovation roles

HI, I AM REBELLA



the archeologist

the ones who go
through a mass of
information and ideas
to find the hidden 'gold'



the chaos pilot

the ones who creatively
lead a project through
uncertainty



the facilitator

the ones who move
groups of people
forward



**the problem
solver**

the ones who keep
asking questions to find
the problem's root
cause and then fix it



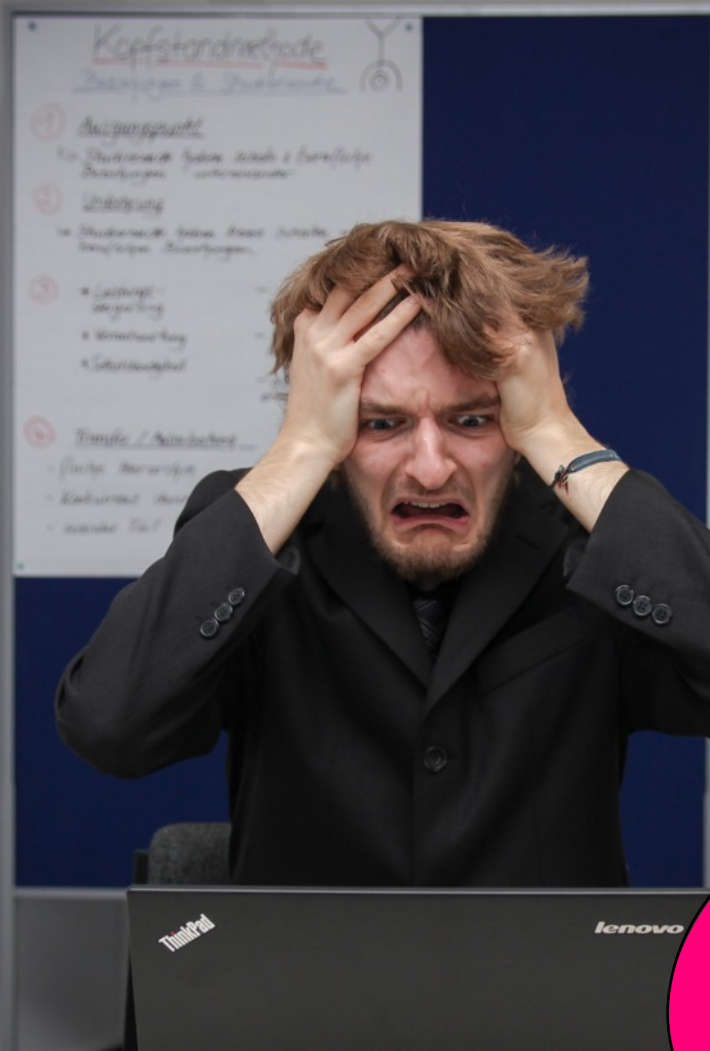
the empath

the ones who bring the
human side to ideas and
solutions



the fortune teller

the ones who spot
future bottlenecks and
translate them into
organisational
opportunities



the friction hunter

the ones who spot annoying frictions in current products, processes, and services in a blink of an eye



the firestarter

the ones who scout an
opportunity, engage
others to join and kick it
off together



the gatekeeper

the ones who ensure
that ideas keep moving
forward in the funnel
and roadblocks are
busted



**the
experimenter**

the ones who try things
out, rapidly build new
stuff, iterate and learn



the inspirator

the ones who spark
curiosity in others



**the bridge
builder**

the ones who connect
people to people,
people to ideas, and
ideas to ideas



the mentor

the ones who teach
others to feel
comfortable with being
uncomfortable



the visionary

the ones who have their
head in the clouds and
envision the future



the pragmatist

the ones who have their feet on the ground and move a new concept from idea to something tangible



the jester

the ones who dare to
ask the provoking
questions

IDIOT!



the catalyst

the ones who
accelerate change with
the right intervention at
the right time



the explorer

the ones who go out
there and discover the
new stuff



the energiser

the ones who get
everyone pumped up



the expert

the ones who know
what they are talking
about and provide
credibility



the optimist

the ones who bring hope, inspiration, and a good laughter when the going gets tough



the critic

the ones who see what
could possibly go wrong
and prevent you from
making preventable
mistakes



the celebrity

the ones who attract
the attention and show
the coolness of ideas
and solutions



the storyteller

the ones who inspire
others to action with
compelling stories
about new ideas and
solutions



the connector

the ones who bring
together new
information, ideas, and
concepts that are
usually held far apart



the influencer

the ones who spread
the word and engage a
crowd



the inventor

the ones who unearth
something useful that
did not exist before

if you like this booklet, you may also like
the columns that i write for the platforms
MT/Sprout, CHRO.nl, and THINK



www.rebella.la/my-columns





rebel
books!
(recommended
by basje)

www.rebella.la/shop

Oh no!

We have a **REBEL**
in our team

*Rebelliousness is a
positive behaviour and
an act of courage*

SIMONE VAN NEERVEN

SIMONE VAN NEERVEN

Oh no!

Our **REBELS**
are leaving!

*How to create an
environment where
rebel talent flourishes*

SIMONE VAN NEERVEN

Oh no!

I am a **REBEL**,
now what?!

*How to become more
effective and loveable
when you are a rebel*

SIMONE VAN NEERVEN

A woman with brown hair tied back, wearing a bright green V-neck sweater, is sitting in a blue armchair and smiling. She is holding a glass of water with both hands. The background is a blurred office interior with large windows and modern furniture.

simone van neerven

a catalyst for innovation
and change

www.rebella.la