



SOLUTION SEEKER ACTIVITY



Incubation Strategist

Incubation strategists build new areas of growth and innovation in key sectors of a business. They look to eliminate challenges to more sustainable practices, conduct human-centered research, create business models, and design presentations with compelling visuals and current best practices. These professionals are often called on first to lead initiatives or play an active role on task forces, and they often collaborate with colleagues from around the company, country, or world!

INCUBATION STRATEGIST ¹

Incubation strategists conduct human-centered research to take new or existing products into new markets, identify new customer bases, increase revenue, and ensure both customer and employee satisfaction. This type of research includes identifying appropriate research subjects, conducting interviews, creating prototypes or proofs of concepts, collecting, analyzing, and reporting data, collaborating across teams, developing research reports or writing and publishing articles, driving for continuous improvement, and always developing a culture of innovation.

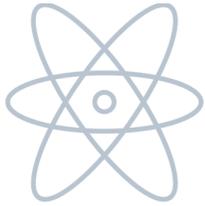
IS INCUBATION STRATEGIST A GOOD CAREER FOR ME?

Me	Incubation Strategist
I have a curious mind. I like to look at things from all directions and consider new possibilities.	Incubation strategists are creative and innovative.
I don't usually get upset when plans change. I can "go with the flow" when working on a task.	Incubation strategists are flexible.
I enjoy learning new things and like to know everything I can about a topic.	Incubation strategists conduct extensive research.

¹ <https://www.linkedin.com/pulse/7-benefits-corporate-incubation-innovation-strategy-van-halewyck/>

Incubation Strategist

SOLUTION SEEKER ACTIVITY (CONTINUED)



I am interested in school subjects like speech, technology, and art.	Incubation strategists study communication, business, and graphic design in college.
I enjoy explaining things and listening to the ideas of others. I like group work.	Incubation strategists are strong communicators and good listeners. They enjoy working in teams.

How does this career help me?	How does this career help the world?
Incubation strategists are quick thinkers and can change direction easily. This made them invaluable during the unpredictable COVID-19 pandemic. These professionals helped to organize vaccine response task forces, distribute COVID care items, schedule vaccination clinics, and more.	During the COVID-19 pandemic, incubation strategists from different companies, communities, states, and countries worked together to create strategies, guidelines, and procedures for various situations to keep people safe.

What are some similar careers?
<p>Business strategists help identify new opportunities for their organization and develop the goals, objectives, and plans required to achieve them.</p> <p>Business analysts ensure business efficiency by collecting, analyzing, and interpreting data collected on an organization's processes, products, services, and employee or customer satisfaction.</p>

Here are ways to practice the skills to be a successful **incubation strategist**:

- With permission from a teacher, sponsor, leader, coach, etc., create a fundraising plan for a school group, team, community group, or church group. Collect information about currently used programs, consider new approaches or programs, survey group members, and communicate suggestions in an engaging and visually appealing way with the larger group. Formulate a plan for improving future fundraising efforts.
- Interview someone who works in innovation, business research, or as part of a think tank about the role they play in making change within an organization. Ask about what other teams or departments they work with and how information is gathered in their business. What workplace skills do they find most valuable in their career?
- Work with your guidance counselor to take any graphic design or business classes offered at your school or through a local community college