

creative style questionnaire

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Report

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Introduction

All people have creative ability but individuals express it differently according to their thinking style. Thinking style is an inherited personality characteristic that influences where people look for information, the sort of information they prefer dealing with and the type of environment they prefer working in. When solving problems and making decisions, people divide into two camps - adaptors and innovators.

Adaptors accept problems at face value and focus on solutions that do things better. They prefer structured environments, established ways of doing things and concrete information. They process information in a rational and sequential way. Innovators are the exact opposite. They dislike established structure and routine, have little regard for rules and look for solutions that focus on doing things differently. They prefer intuitive thinking and are comfortable in situations where there is incomplete information. Feeling comfortable in ambiguous situations, innovators adapt quickly to change.

These differences appear to influence the occupations people choose - for example, entrepreneurs tend to be more innovative perhaps because they have to create their own organizations because they don't fit within established ones. Adaptors on the other hand fit in well in most large organizations and make good corporate citizens. When solving problems they tend to come up with solutions that represent fine-tuning or continuous improvement rather than radical shifts. This is what many large corporations value and reward.

These differences in thinking style seem to be associated with several other personality characteristics that affect how people perceive each other. For example, adaptors often perceive innovators as abrasive, risky, unsound, too challenging or even reckless whereas they see people with the same style as safe and reliable. On the other hand, innovators often perceive adaptors as conservative, inflexible and pedestrian whereas they may see other innovators as like-minded revolutionaries.

These styles represent opposite ends of a continuum - most people are neither very adaptive nor very innovative but somewhat in between. There is a place for both styles in most organisations just as there is a place for continuous improvement and radical innovation in technology. The trick is to recognise the validity of both styles, understand your own style and in certain situations adopt features of the opposite style where that style would help achieve your objectives.

Your Creative Style

The Creative Style Questionnaire provides an assessment based on five separate dimensions: Originality, Risk Taking, Openness, Assertiveness and Achievement. Our research shows that people with a very innovative style have the ability to a) generate novel ideas, b) bend the rules and take risks, c) try out new approaches and keep abreast of developments, d) assert their views and sell their ideas, and e) have a high level of motivation to achieve their objectives.

The chart below shows your overall score and your score on each of the dimensions measured by the questionnaire. You come across as a person with many of the characteristics of the innovator

You present yourself as a person who generates novel ideas rather more frequently than the average person.

You describe yourself as one who is possibly slightly more willing than the average person to bend the rules to make things better.

You come across as a person who keeps up with the latest developments and experiments with new ways of doing things.

You appear to be a person who expresses your views and ideas pretty forcefully.

You present yourself as a person who is motivated to get your ideas implemented.

1	2	3	4	5	6	7	8	9	10	High Score Meaning
.	<	...	>	.	Originality : Originates change, makes things better, produces creative ideas and solutions
.	<	...	>	.	.	Rule Sensitivity : Takes risks, challenges accepted practice, bends rules and regulations
.	<	...	>	Openness : Keeps up-to-date with developments, tries new approaches, adapts quickly
.	<	...	>	.	Assertiveness : Expresses views clearly, sells ideas and proposals for change, persuasive
.	<	...	>	.	Achievement : Motivated to push for and implement ideas and proposals for change
.	<	...	>	.	Creative Style : Has innovative approach to creativity, problem solving and decision making

Development Advice

Competence	Adaptor	Innovator
Ideas	Try techniques such as brainstorming and spider diagrams to produce lots of ideas. Use your intuition and back your hunches. Try the idea workout gym at thinksmart.com to help generate lots of ideas.	Try the idea workout gym at thinksmart.com to help develop and evaluate your novel and radical ideas. Don't ignore continuous improvement ideas that some of your adaptive colleagues may come up with.
Rules and risks	Don't throw your natural caution to the wind, but consider the possibility that you may have to bend the rules and take calculated risks if you really want to make progress and achieve change.	Your willingness to challenge the status quo and take risks is admirable, but don't forget to think about how to gain support for your ideas and take people with you. Weigh up the pros and cons of different approaches in order to reduce unnecessary risks.
Business processes	Don't immediately reject a new approach just because the way you do things at present works well. The rate of change is speeding up, and you need to keep up-to-date with developments in technology and continuously improve your products and services in order to survive.	Your interest in new ideas, approaches and technical developments and your willingness to try them out are strengths. Hold onto these qualities but don't let them prevent you from assessing and quantifying the benefits of change before signing on the dotted line.
Marketing	Incremental improvements to business processes often produce very large savings, but they may get overlooked because it is not immediately obvious what the benefits are. You may need to be prepared to push and sell your ideas to get them adopted.	Don't assume that other people will immediately understand and see the benefits of what you are proposing. Think about the people whose support you need to get your ideas implemented. How are you going to convince your adaptive colleagues that what you are proposing is viable and cost-effective?
Implementation	Don't give up on your ideas for new products and services or improving existing ones just because other people don't immediately support them. You need to be prepared to work hard and keep on trying if you want to get things changed.	The more radical your idea, the more opposition you are likely to run into, especially from some of your more adaptive colleagues. In the history of innovation, there are countless examples of people who had to fight hard with colleagues, bosses, bankers etc to get their ideas adopted. Take the long view.