



Factory floor



Reporting constructively



Handout

What type of creative person are you?

Find out what type(s) you tend to be through this short self-assessment:

I develop ideas (never – rarely – sometimes – often – always) ...

- _____ during talks.
- _____ by associations.
- _____ by reflecting on my own life experiences.
- _____ under time pressure.
- _____ through adaptation.
- _____ in quiet moments.
- _____ in competitive situations.

Depending on where you put “often” or “always” above, you can get a sense of what creative type(s) you resemble. Look at your category(ies) below to see how to get the creative juices flowing.

The communicative type:

- needs to talk to others to get new ideas.
- should talk first to people who are concerned, to experts and stakeholders.
- always carries a notebook with them or records conversations.
- creates informal groups, breakfast clubs or working groups to develop ideas.

The associative type:

- gets ideas when reading books, observing other people or discovering new things.
- should often change their daily routines.
- should use public transport instead of their own car.
- spends time in public spaces and observing people.
- spends time in bookshops and reading.

The active type:

- gets ideas by remembering his or her own life experiences.
- should often leave the office, do a lot of on-the-ground research.
- works on topics which involve them personally.
- should organize leisure time around seeking new experiences.

The deadline type:

- gets a creativity boost under time pressure.
- should practice techniques such as mind storming (Crazy 8).
- should define quantitative objectives.
- clear deadlines should be given.

The adaptive type:

- takes existing ideas as starting points.
- should collect ideas in a personal database.
- should read on topics out of his or her own area of expertise to see the bigger picture.

The calm type:

- needs a calm environment to generate ideas.
- should spend regular quiet moments, in nature (walks, jogging).
- plans creative breaks during working hours.

The competitive type:

- gets creative in competition to others.
- organizes competitions for ideas among colleagues.
- makes bets with colleagues to develop a certain number of ideas in a certain time.

Remember: To stimulate the flow of ideas, it's important to put yourself in stimulating situations.

(Source: Journalistische Kreativität, Jens-Uwe Meyer, 2003)