# Factory floor Reporting constructively

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**Handout**

**What type of creative person are you?**

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| **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)*

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