



**SYMBIOTICS**

CreativityQ

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## About this test:

This report provides feedback about the CreativityQ assessment you recently completed. This report presents:

- Your Overall Creativity result
- Your Creativity Profile, which consists of four key dimensions: Risk Taking, Idea Generation, Conscientiousness and Drive for Change
- An analysis of your Natural Style, Behaviour and Motivation, which consists of three additional attributes: Preferences, Frequency and Enjoyment.

Your result for each section will be expressed as a sten score, presented on a 1-10 scale. This score is pretty stable, however, the two shaded stens either side of your score indicate the range your score may fluctuate over time.

Your results are based upon statistics and therefore the higher your sten score the more likely you are to understand the Creativity dimensions. However, as our reactions and behaviours are under our conscious control, you may not always display these behaviours as we can modify our actions dependent on the situation.

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## Comparison group:

To gain a full understanding of your performance on the test, your test score has been compared to that of a large group of individuals who have taken these tests in the past. This is known as a comparison group.

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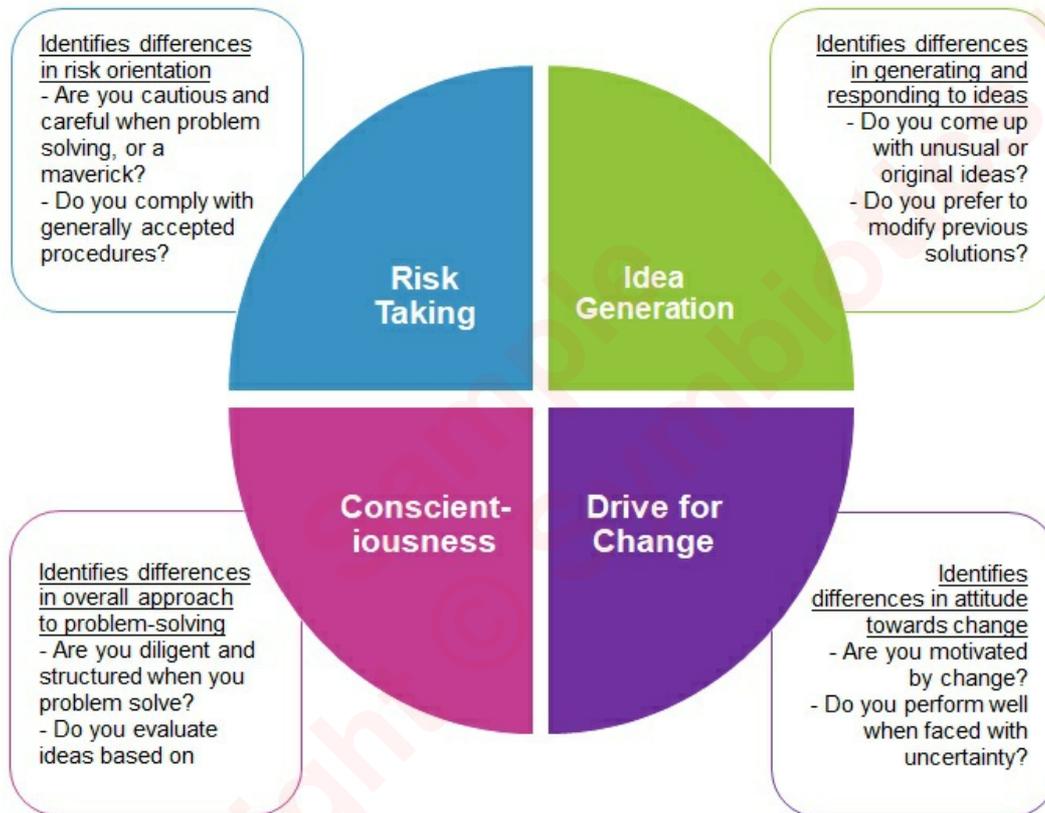
## Interpreting stens:

- Sten 1: stronger preference than about 1% of the comparison group
- Sten 2: stronger preference than about 5% of the comparison group
- Sten 3: stronger preference than about 10% of the comparison group
- Sten 4: stronger preference than about 25% of the comparison group
- Sten 5: stronger preference than about 40% of the comparison group
- Sten 6: stronger preference than about 60% of the comparison group
- Sten 7: stronger preference than about 75% of the comparison group
- Sten 8: stronger preference than about 90% of the comparison group
- Sten 9: stronger preference than about 95% of the comparison group
- Sten 10: stronger preference than about 99% of the comparison group

*Creativity will be seen wherever something is imagined, designed or produced that did not exist before.*

All people are creative, however not all creative people are alike. Creativity ranges from little c 'everyday creativity' to Big C displays of 'extreme originality'. Differences in expressed creativity result from differences in individual style. CreativityQ is concerned with style of creativity, not level or ability.

The term 'creativity' may be applied across the cycle of idea generation, application and evaluation. CreativityQ measures four key dimensions that contribute to an individual's creativity style:



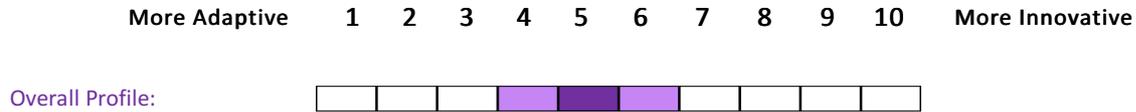
An individual's style may be described as more adaptive or more innovative. The four key dimensions contribute to these styles as follows:

A more **adaptive style** is typically characterised by increased care and thorough evaluation whilst problem-solving, with solutions commonly building on previously established procedures. An individual who is more adaptive is generally supportive of change where the benefits are evident.

A more **innovative style** is typically characterised by a focus on generating novel ideas and solutions that stretch perceptions of what is possible. An individual who is more innovative is generally less concerned with long-term planning, instead evaluating the situation as it unfolds.

The CreativityQ tool provides individuals with a personal profile of their creative problem-solving style. This profile might be used as a discussion point to enhance personal self-awareness, improve understanding of others and facilitate team-working, and highlight individual-organisational culture fit.

## Overall Creativity:



Your overall score indicates that your creativity style is representative of most of the population. You have no strong preference for one style over the other, though the results show that you may use an adaptive style more often.

## Overall Style Analysis:

People have a tendency towards either an innovating or adapting style. The closer your score to the centre of the scale, the weaker this tendency is. The closer your score is to either end of the scale, the stronger your tendency is. This tendency will affect the degree to which you tend to behave in an innovative or adaptive way when presented with a problem-solving situation. Your profile below provides an overall picture of your tendencies for each of the four key dimensions. Further description is provided later in this profile report.



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## Your Scores:

### Risk Taking

You have no strong preference for either an adaptive or an innovative approach to risk taking. You may take decisions without ascertaining all the facts on occasion, whilst on others wanting to be more cautious. This flexibility of approach may be linked to other aspects of the situation, such as the people involved or your previous experience in the area under discussion.

### Idea Generation

You have a stronger preference for taking an adaptive approach than most people, preferring to base your ideas on things that are tried and tested. You may need to ensure that you are receptive to new and different ideas when these are suggested by others.

### Conscientiousness

Your profile shows that you are typical of most people in your approach, being neither overly conscientious nor particularly unstructured. You will structure your work to some degree, but may not follow through on plans or detail.

### Change Preference

Your attitude to change shows no strong preference for either an adaptive or an innovative approach. You will be flexible and adopt the style that most suits the situation at the time. You will be able to see the benefits of both adapting existing processes and for designing from the start. This means that you will be able to work with people who have a marked preference for one style or the other, whereas they each may not be able to understand the opposite point of view, which can lead to tension or even conflict within the group.

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## Self-Reflection Starting Questions:

Are you aware of your own typical natural preferences and behaviour? How do these fit with the organisation and industry that you work in? How do these fit with your role?

One or the other style may be more appropriate and indeed an advantage on occasion in your work context, whilst there may also be situations where the opposing style is more appropriate. Are you aware of these? What impact does this have on your behaviour?

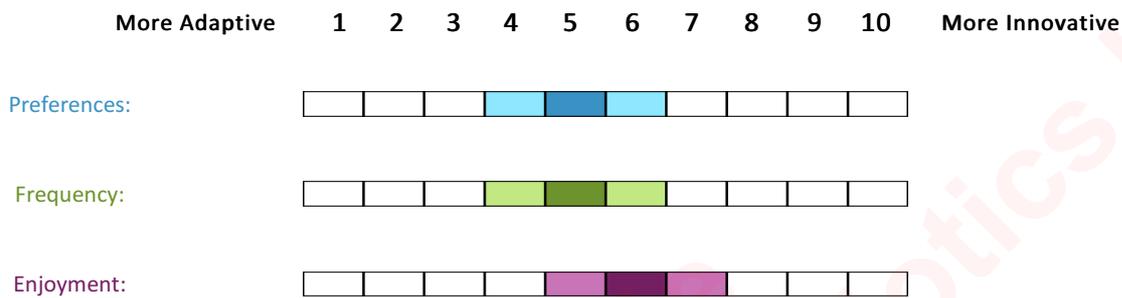
What is your boss' style? What are your colleagues' typical styles? How do these combinations fit with your own?

How can you value someone with a different set of scores to yourself?

# Natural Style, Behaviour and Motivation Analysis



Your overall score is composed of three subsets of scores, corresponding with the three sets of questions that you responded to. These were concerned with your expressed natural preference, perceived opportunities in your present circumstances and your motivational drivers. Where there is a high degree of alignment between these three, you will maximise your performance at work. Where there are discrepancies, however, this can lead to feelings of discomfort or dissatisfaction, or may result in inconsistent job performance. Common causes for discrepant patterns of results include demands of specific projects or roles, organisational expectations, working practices or organisational culture.



## Your Scores:

**Preferences:** You have no expressed preference for either an adaptive or an innovative style, being able to work in either manner as required.

**Frequency:** If asked, others would say that you sometimes work in an adaptive way, taking an existing idea and making it better; at other times you work in an innovative style, working from a blank sheet and generating something new and different.

**Enjoyment:** You are happy to work in either an adaptive or an innovative manner, meaning that you will be comfortable with whatever is asked of you in any particular situation.

## Risk Taking Index

### More Innovative individuals may perceive more adaptive individuals to:

Abide with expected conventions in place (e.g. procedures, norms, authority) to explore, select and apply solutions.

Be unable to solve problems where there is no clear guidance on expected behaviours or clear source of authority.

Be careful, organised and reflective.

Be too predictable, cautious and risk-averse, missing opportunities to learn from mistakes.

Work well with others due to their compliance with rules and organisational expectations.

Be too conformist and concerned with group cohesion in situations where challenge may be more appropriate.

### More adaptive individuals may perceive more innovative individuals to:

Push the boundaries of convention (e.g. standards, norms, authority) as a spring-board for developing unprecedented solutions.

Be dismissive of convention when it is not perceived to fit every situation.

Be confident and happy to improvise.

Be unpredictable and unreliable unless there is clear communication between all parties.

Invent and bend the rules where they see fit in order to solve the problem at hand.

Be disruptive to effective team-working, due to lack of conformity.

## Idea Generation Index

### More Innovative individuals may perceive more adaptive individuals to:

Be skilled in designing modifications that build on existing approaches.

Be creators of solutions that are dull and lacking imagination.

Thoroughly evaluate ideas that they perceive to be sensible options.

Be conservative people who may miss the opportunity for innovative leaps.

Be dependable for generating a limited number of safe, practical solutions to address the problem at hand.

Lack spontaneity.

### More adaptive individuals may perceive more innovative individuals to:

Be skilled in generating many original, inventive ideas to solve a single problem.

Propose risky, impractical solutions.

Be quick thinkers who juggle ideas and proposals simultaneously.

Be individualistic, disorganised people.

Be dependable for fresh, exciting new thinking that creates a stimulating atmosphere.

Place too little focus on analysis of solutions.

Be fairly accepting of a higher rate of failure than those with a more adapting style.

## Conscientiousness Index

### More Innovative individuals may perceive more adaptive individuals to:

Approach a problem solving task in a systematic, methodical and disciplined way.

Apply overly rigid and long-winded methods to problem-solve.

Be detail-orientated and focused on evidence of progress.

Be too absorbed in the detail and as a result lose touch with the bigger picture.

Prefer solutions with a low risk of errors and mistakes.

### More adaptive individuals may perceive more innovative individuals to:

Take a highly flexible approach to problem solving.

Display haphazard and unsystematic approaches to problem solve that are inefficient and careless.

Tend to focus on achieving the bigger picture goal rather than intricate details.

Be unconcerned with practical constraints and realities.

Rebel and challenge authority where they feel this is needed.

Risk appearing unnecessarily disruptive.

## Change Preference Index

### More Innovative individuals may perceive more adaptive individuals to:

Prefer to apply tried and tested methods that are certain to work.

Prefer predictability and appear to be uncomfortable in uncertain situations.

Favour gradual change: Support implementation of progressive changes that meet current needs by improving on what already exists.

Be resistant to radical changes without sound evidence that these would bring substantial benefit.

### More adaptive individuals may perceive more innovative individuals to:

Demonstrate open-mindedness towards novel, future-orientated ideas and approaches.

Be keen to apply changes rather than necessarily evaluate the need and impact of these.

Thrive on the unknown and unpredictable.

Lack awareness that not everyone is as open and enthusiastic towards change.

Need constant change.

Be overly focused on improvements that they risk failing to see ideas through to implementation.

## Resources to help you develop your skills:

Please find below some example resources and methods to help develop Creativity skills:

One useful resource to help improve understanding and knowledge on Creativity could be to visit the Ted Talks website ([ted.com/topics/creativity](https://www.ted.com/topics/creativity)). There is a section specifically on Creativity, providing useful insight and discussions about this topic.

To view a range of resources try Internet searches for 'Creative Thinking' and 'Developing Creativity Skills'. This will help you find a variety of up to date resources, books, PDFs and blogs to help you to improve develop Creativity.

To develop understanding of Creativity in the workplace environment specifically; the 'mindtools' website, outlines tools, quizzes and processes relating to Creativity. To view a range of resources try an Internet search for 'Develop Creativity in the Workplace' to access a range of up to date articles and research, outlining information, processes and ideas to help encourage Creativity in a work environment.

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Sample  
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Psyence: Millness Mill, Crooklands, Milnthorpe, LA7 7NS

Symbiotics Ltd: Teme House, Worcester, WR5 2RY

[www.symbioticsltd.co.uk](http://www.symbioticsltd.co.uk)

To discuss other assessment programmes -

Contact our team on +44 (0) 1905 368175, [adapt.admin@symbioticsltd.co.uk](mailto:adapt.admin@symbioticsltd.co.uk)

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