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TEST REPORT



VCAI

Vast Creative Abilities Indicator

INTRODUCTION



Creativity is often cited as a key condition for success in business, the true stuff of magic for successful companies like Toyota, Intel, Pixar, and Apple. But the magic stuff of creativity is rarely defined. Even rarer are explanations of how businesses can get more of the magic.

Creativity is the ability to produce something new that holds value. When applied in business, creativity separates market leaders from everyone else. Business creativity is the source of new product ideas, new features, new advertising slogans, new production methods, and entirely new markets. Creativity not only enhances the production of new value; in many cases, it is the production of value.

Business creativity is an essential condition for new ideas, new products, new markets, and new value creation. How well are you tapping into your most valuable business asset?

MEASURING CREATIVITY



Fluency



Flexibility



Originality



Elaboration

The VAST Creative Abilities Indicator (VCAI) provides a snapshot of your creative capacities at the time and place you completed the assessment. Creative abilities and strengths can increase and decrease depending on personal (internal) and environmental (external) factors. Everyone has distinctive creative abilities and strengths that can be harnessed into powerful resources for innovation, problem solving and productive teamwork.

The assessment you have taken reports on your level of creativity based on the Core4 creative abilities of Fluency, Flexibility, Originality and Elaboration plus additional creative XFactors that you expressed in your responses.

Your scores on the Core4 creative abilities are reported in terms of roles. These identified roles are the vital roles people play in meeting the challenges of business and the everyday workplace. These roles are Collaborator, Contributor and Accelerator.

YOUR CORE4 CREATIVE ABILITIES

Based on your assessment results, the VCAI has identified the following Core4 creative ability levels and roles for **Fluency**, **Flexibility**, **Originality**, and **Elaboration**. An overall summary of results and your dominant Core4 creative ability and suggested role are explained on the following pages.



Fluency



Accelerator



Flexibility



Contributor



Originality



Accelerator

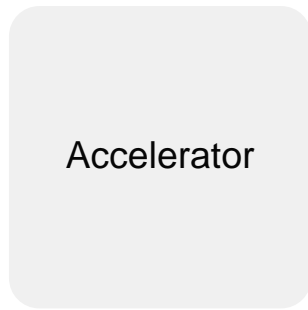


Elaboration



Accelerator

YOUR CORE4 CREATIVE ABILITIES



VCAI CORE4 ANALYSIS



Elaboration

Your Dominant Creative Ability and Role

Elaboration is the ability to embellish ideas with details or create an intricate plan. Elaboration involves implementation and production of a new idea/invention/program. Accelerators excel in the ability to develop ideas into detailed plans and procedures. You thrive in environments that call upon your ability to expand concepts and ideas.

Summary of Your Identified Core4 Creative Abilities and Roles

CREATIVE ABILITY	IDENTIFIED ROLE	DESCRIPTION
Fluency	Accelerator	Accelerators are called upon to take the lead in generating multiple possibilities in group processes. You are able to create additional suggestions when others are tapped out.
Flexibility	Contributor	Contributors have a flexible attitude that allows for adjustment and adaptation to different ways of thinking. You have the ability to embrace diversity and make it useful.
Originality	Accelerator	Accelerators excel in the ability to create unique ideas. You have the confidence in your uniqueness and translate that confidence into cutting edge ideas and procedures.
Elaboration	Accelerator	Accelerators excel in the ability to develop ideas into detailed plans and procedures. You thrive in environments that call upon your ability to expand concepts and ideas.

THE CORE4 ELEMENTS OF PRODUCTIVE TEAMS

Research has shown that teams with members of each of the Core4 abilities are very productive. Teams need the idea generator (Fluency), the member who can look at the problem/issue from different perspectives (Flexibility), someone who can offer a new or unique solution (Originality) and the team member who can generate an action plan (Elaboration) to solve the problem/issue. It is important that each creative ability be involved in the problem solving process.



FLUENCY is the ability to generate multiple ideas, alternatives or solutions. Fluency is the production of numerous, relevant ideas. The more ideas you have, the more likely you are to find the best solutions to any given predicament.

Fluent thinkers are generally quick on their feet, able to suggest multiple ideas to a problem. Fluent thinkers enjoy coming up with ideas, making suggestions and general brainstorming. Generally, more ideas lead to better solutions. Fluency can be increased through training and practice.



FLEXIBILITY is the ability to abandon old ways of thinking and initiate different directions; to process information in different ways given the same stimulus. Flexible thinking is especially important when logical approaches fail to produce satisfactory results.

Flexible thinkers see the problem/situation from different angles or vantage points. Flexible thinkers provide shifts in thoughts, detours in thinking to include contrasting reasons, different points of view, alternative plans, differing approaches, and various perspectives of a situation or problem.

THE CORE4 ELEMENTS OF PRODUCTIVE TEAMS



ORIGINALITY is the ability to produce ideas that generally are not produced or ideas that are totally new or unique. Originality may result from combining and synthesizing something new. Originality involves getting away from the obvious and commonplace or breaking away from habit bound thinking.

Original thinkers may often be described as "unique," "surprising," "wild," "unusual," "unconventional," "novel," "weird," "remarkable" or "revolutionary." They need courage to be creative, because just as soon as they have an idea, they are a minority of one. Original thinkers must be able to withstand the scrutiny and skepticism that will often be directed toward their ideas and themselves.



ELABORATION is the ability to embellish ideas with details or create an intricate plan. Elaboration involves implementation and production of a new idea/invention/program.

Elaborative thinkers are usually good story tellers and tend to be detailed oriented. They can envision plans from beginning to end and notice more elements of a situation than their colleagues. Elaborative thinkers fill in gaps, tie up loose ends, orchestrate and coordinate projects. They are complex thinkers.

The most productive teams have all four creative abilities strongly represented in their membership. Someone needs to be able to generate lots of possibilities because we know that the more ideas we have, the more likely we are to choose a workable solution. Someone needs to be able to see the issue from different vantage points, serving as a personal focus group. Someone needs to come up with something new that hasn't been tried before. Then someone needs to be able to put this work into an action plan with steps and sequences to follow.

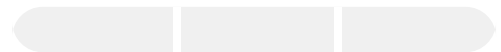
YOUR CREATIVE XFACTORS

In addition to creative abilities, the VCAI identifies 12 Creative XFactors. The VCAI XFactors provide rich and powerful clues regarding your creative potential. They are important to understand as key contributing elements of productive collaborations and teamwork.

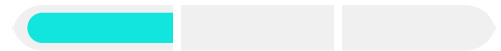
Creative XFactors

Strength

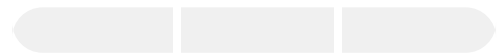
Empathic Perspective



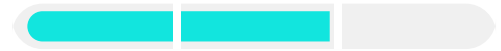
Humor



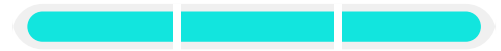
Richness and Colorfulness



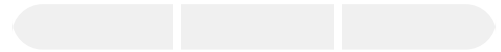
Fantasy



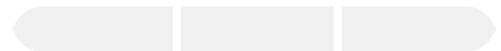
Emotions and Feelings



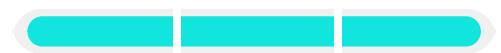
Provocative Questions



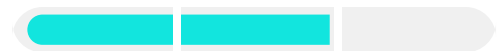
Future Orientation



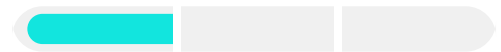
Expressiveness of Titles



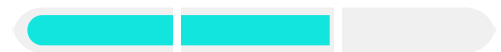
Openness



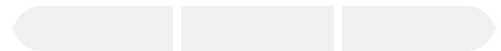
Context



Combination and Synthesis



Unusual, Different Perspective



YOUR CREATIVE XFACTORS

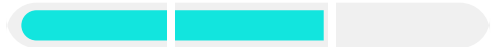
Your identified XFactors are explained below.

Humor



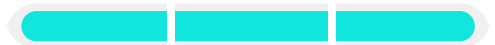
You use humor in your interactions with others. Humor is a powerful coping mechanism and situation diffuser for an individual as well as in a team setting. You are able to see the situation/problem in a different way and communicate it in a non-threatening manner. You help teams gain a more cosmic perspective of the problem/situation which helps gain insights to make needed changes.

Fantasy



You have a good imagination and can see possibilities when others may not. You are comfortable with different viewpoints and the unknown. You can assist colleagues in becoming aware of possible consequences of certain policies and practices.

Emotions and Feelings



You are a very expressive person. Your responses included emotions or feelings such as, joy, fear, anger, happiness, excitement, love, etc. You are passionate about what you believe in and able to articulate your beliefs to team members. Emotional factors are important in gaining acceptance of a new idea.

Expressiveness of Titles



You are verbally expressive. You are able to synthesize and organize information in order to capture its essence and to know what is important. You add depth and richness to a discussion with vivid, accurate descriptions.

YOUR CREATIVE XFACTORS

Your identified XFactors are explained below.

Openness

You are able to maintain openness long enough to permit your mind to make a mental leap and get away from the most obvious response, to somehow open up or extend boundaries that make original ideas possible. You are able to fill in missing details to form a whole. You can assist team members in looking beyond what is to what can be.

Context

You communicate clearly and powerfully with enough details to tell a story. You know how to connect ideas together in a meaningful way and organize them into a whole concept. You can communicate innovative ideas in ways that can be understood and valued by team members.

Combination and Synthesis

You see possibilities beyond the commonplace by synthesizing multiple stimuli into single designs. You are able to integrate logical and creative ideas. You can combine multiple ideas, sometimes seemingly opposite ideas, into a single consolidated idea. A team can benefit from your ability to combine different inputs into a viable solution.

INCREASE YOUR CREATIVITY

Creativity is as natural a function of the mind as breathing is a natural function of the body. Creativity is a central, integral part of everyday organizational life, vital to the process of turning knowledge into value.

Everyone is creative. It can be developed and expressed in infinite ways. Creative strengths and abilities are organic in nature, varying tremendously depending on many circumstances. This assessment gives you a snapshot of your creative capacities at the time and place you took it.

Creativity can be increased through everyday experiences and by paying attention when it is expressed by yourself and others. The following pages provide essential tips and simple practice activities - Mindtools - that can be used to increase your creative thinking.

MINDTOOLS



Look for the second right answer. Often the really creative idea is just around the corner.

Brainstorming, named by Alex Osborn (1963), is the unrestrained offering of ideas or suggestions by all members of a group who are seeking solutions to a problem. Brainstorming can be used anytime there is a gap in information, a problem or a question.

▼ The Magic Formula: The 5 Rules of Brainstorming

"Don't rain on my parade."

Every idea is valuable. Write down or record each one.

"Take a walk on the wild side."

Creative breakthrough ideas come from stretching to crazy, off-the-wall possibilities.

"The more, the merrier."

Produce as many ideas as possible.

"Lean on me." Combine new ideas to lead to more new ideas.

"Focus, focus, focus."

Do not allow discussion, questions or evaluations during brainstorming. Ideation is the key.

▼ Idea Generators: Think of different ideas for...

Things that smell
Things that ring

Kinds of technology
Kinds of plants

Things that are green
Things at a beach

Similarities of a salad and a rock
Similarities of a brain and a cloud

Different uses for a tin can
Different uses for a newspaper

MINDTOOLS

Flexibility

The answers you get depend on the questions you ask. Play with the wording and get different answers.

A valuable technique for encouraging flexibility is the use of provocative questions. Provocative questions open up a situation to a broader and deeper line of thinking which otherwise might not be produced or considered. These questions require people to think about ideas or concepts they have not thought about previously.

▼ The Magic Formula: Variation

Consider different points of view.

Defer judgment.

Consider different approaches.

Consider various perspectives.

▼ Idea Generators: What might happen if...

Every flower in the world was yellow?

Cats could bark when they wanted to?

Peas tasted like candy?

Fish could talk?

MINDTOOLS

Originality

Challenge the rules you use to govern your day-to-day activities.

Originality is a mental leap away from the obvious. Many times original ideas are met with "That's crazy," or "We can't do that." If you can defer judgment, original ideas can surface. It requires respect for new and different ideas and the courage to express them.

▼ The Magic Formula: Strive for Difference

Provide adequate time to produce alternatives

Choose problems of importance that arouse emotions

Imaginatively experiment with various ideas and combinations of ideas

Make it acceptable to produce wild, silly or incredible ideas

▼ Idea Generators: What might happen if...

It always rained on Saturday?

People received job promotions based on their ability to sing?

People were required to laugh 30 minutes every day?

Turkeys were as ferocious as tigers?

MINDTOOLS

Elaboration



Cultivate your imagination by using it to develop plans and action steps. Set aside time everyday to ask yourself "what if" questions with positive solutions.

Elaboration is essential in producing anything creative that can be organized, valued and used. The best kinds of practice for developing the ability to elaborate are real life tasks that may occur at home, work, school, or anywhere. Some activities to practice elaboration appear below.

▼ The Magic Formula: Be Detail Oriented

Write in a notebook for 5 minutes everyday at the same time.

Describe the steps you might take to break habit bound thinking.

Choose or create an event to organize and carry out.

Take the lyrics of your favorite song and make them into a play.

Use words to paint a picture of your favorite place.

▼ Idea Generators: What would you say?

Turn this into a 1-2 paragraph story: I went to the garage, got my bike and headed out the door. It suddenly began to fly ...

Describe 6 things you would do if you won the lottery.

Create one line ads for the new product "Chrismonium" that tell what it is and what it is for.

Describe something funny that happened to you and a friend.

Create a short story using all of these details: a high-powered CEO who is hiding his identity as a vampire, a grungy '60s-themed cafe, a bottle filled with green liquid.



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