



IDEATION®

PEOPLE EXCEPTIONALLY TALENTED IN THE IDEATION THEME ARE FASCINATED BY IDEAS. THEY ARE ABLE TO FIND CONNECTIONS BETWEEN SEEMINGLY DISPARATE PHENOMENA.

People with strong Ideation talents are creative and appreciate originality. They relish free-thinking experiences such as brainstorming and discussion groups. They have a natural capacity to consider issues from multiple perspectives. They revel in taking the world we all know and turning it around so people can view it from a strangely enlightening angle. They think outside the box. They are fascinated by new ideas and concepts, which come to them easily. They love ideas because they can be profound, they can be novel, they can be clarifying, they can be contrary, and they can be bizarre. For all these reasons they derive a jolt of energy whenever a new idea occurs to them.

ITS POWER AND EDGE

People with dynamic Ideation talents are spontaneously creative and bring new and fresh perspectives. They have a natural sense of innovation that defies conventional thinking. Their innovative approach to problems and projects can be a source of new and valuable ideas.

IF IDEATION IS A DOMINANT THEME FOR YOU:

Hone your creativity and thoughtful approach to stimulate the dreams of tomorrow.

- You get bored quickly, so make small changes in your work or home life. Experiment. Play mental games with yourself. All of these will help keep you stimulated.
- Seek brainstorming sessions. With your abundance of ideas, you will make these sessions more exciting and productive.
- Schedule time to read, because others' thoughts and experiences can become your raw material for new ideas. Schedule time to think, because thinking energizes you.
- Discuss your ideas with other people. Their responses will help you keep refining your ideas.
- Think through your ideas before communicating them. Lacking your Ideation strength, others might not be able to "connect the dots" of an interesting but incomplete idea, and thus might dismiss it.
- Use a notebook to jot down your ideas. This will allow you to refine them, making them more concrete so you can share them with others.

IF IDEATION IS A LESSER THEME FOR YOU:

Lacking the intensity of the Ideation theme doesn't mean you are not creative or innovative. It likely indicates that you have a more practical inclination. You may innately concentrate more on "how" than "why" or "why not."

- Strategic, Connectedness, or Arranger talents may help you make sense of your experiences or the business landscape you encounter.
- When problem solving, it may be important for you to gather all of the information on the subject first. Then use the context of the data you have gathered to help you formulate your thoughts.
- Invite others to help you brainstorm and refine ideas. Seek out people who have a creative flair, subject matter experience or interest, and different opinions or beliefs than yours. Often, the best ideas flow from the energy of others.
- Listen to your friends' and colleagues' thoughts and ideas. Share your ideas with them. These conversations will be stimulating for everyone and will help you catch ideas.