



# Ideation®

## THEME DESCRIPTION

You are fascinated by ideas. What is an idea? An idea is a concept, the best explanation of the most events. You are delighted when you discover beneath the complex surface an elegantly simple concept to explain why things are the way they are. An idea is a connection. Yours is the kind of mind that is always looking for connections, and so you are intrigued when seemingly disparate phenomena can be linked by an obscure connection. An idea is a new perspective on familiar challenges. You revel in taking the world we all know and turning it around so we can view it from a strange but strangely enlightening angle. You love all these ideas because they are profound, because they are novel, because they are clarifying, because they are contrary and because they are bizarre. For all these reasons, you derive a jolt of energy whenever a new idea occurs to you. Others may label you creative or original or conceptual or even smart. Perhaps you are all of these. Who can be sure? What you are sure of is that ideas are thrilling. And on most days, this is enough.

## 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.

## IDEATION IN ACTION

Words that might describe a person with dominant Ideation talents:

- spontaneous
- creative
- innovative
- collaborative
- artistic
- insightful
- resourceful
- stimulating

## ACTION ITEMS

- Seek work that will pay you for your ideas, such as marketing, advertising, journalism, design or new product development. Find work that will give you credit for your ideas.
- Yours is the kind of mind that bores 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 more productive.
- Schedule time to read, because others' ideas and experiences can become your raw material for new ideas. Schedule time to think, because thinking energizes you.
- 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.
- Discuss your ideas with other people. Their responses will help you keep refining your ideas.
- Partner with someone with a strong Activator theme. This person can push you to put your ideas into practice. This kind of exposure can only be good for your ideas.
- Partner with someone with a strong Analytical theme. This person will question you and challenge you, therefore strengthening your ideas.
- Choose a mentor who has the courage to support you in your ideas and who will also challenge you to explore them even further.