

I.A.5: How Creative Am I?

Instrument

Review the 30 adjectives on your right. Being honest and forthright with your answers, identify only those items that accurately describe you.

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|-----------------|----------------------|--------------------|
| 1. affected | 11. honest | 21. reflective |
| 2. capable | 12. humorous | 22. resourceful |
| 3. cautious | 13. individualistic | 23. self-confident |
| 4. clever | 14. informal | 24. sexy |
| 5. commonplace | 15. insightful | 25. sincere |
| 6. confident | 16. intelligent | 26. snobbish |
| 7. conservative | 17. inventive | 27. submissive |
| 8. conventional | 18. mannerly | 28. suspicious |
| 9. dissatisfied | 19. narrow interests | 29. unconventional |
| 10. egotistical | 20. original | 30. wide interests |

Source: H.G. Gough, "A Creative Personality Scale for the Adjective Check List," *Journal of Personality and Social Psychology*, August 1979, pp. 1398-1405.

Scoring Key

To calculate your score, give yourself +1 if you described yourself using items 2, 4, 6, 10, 12, 13, 14, 15, 16, 17, 20, 21, 22, 23, 24, 26, 29, and 30. Give yourself a -1 for any of the remaining items which you said accurately described you.

+12

-5 (3, 7, 11, 18, 25)

Analysis and Interpretation

Creativity is the ability to combine ideas in a unique way or to make unusual associations between ideas. A creative person develops novel approaches to doing their work or unique solutions to problems.

This questionnaire was developed to identify creative talent and potential. It has been widely used and replicated. It is composed of 30 items--18 of which have been found to be positively associated with creativity, and 12 that are negatively correlated. Your score will range between -12 and +18. The higher your positive score, the more you display characteristics associated with a creative personality.

For managers, creativity is useful in decision making. It helps them to see problems and alternatives that others might not. All jobs, of course, don't require high creativity. And highly creative individuals, when faced with routine and structured jobs, often become frustrated and dissatisfied. If you score high on creativity, you should ideally seek a job that will provide you with a creative outlet. If that's not possible, utilize your free time to develop hobbies and interests that can satisfy your need for creative expression. If you're interested in trying to improve your creativity, you might find the following books helpful: W.J.J. Gordon, *Synectics: The Development of Creative Capacity* (Harper & Row, 1961); R. Von Oech, *A Whack on the Side of the Head* (Warner, 1983); T. Wujec, *Five Star Mind: Games & Exercises to Stimulate Your Creativity and Imagination* (Main Street Press, 1995); and J.E. Ayan, *Aha! Ten Ways to Free Your Creative Spirit & Find Your Great Ideas* (Crown Books, 1997).

