



# IDEATION®

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

## THIS THEME'S 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.

RAW

vs.

MATURE

*Complementary Themes*

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LIKELY PAIRS

vs.

UNLIKELY PAIRS

*Personal Reflections and Observations*

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Themes help you discover and talk about people's greatest talents. To appreciate people's dominant talents, be aware of the characteristics, values, roles, needs, and motivations of their themes in their lives. Use the information below to deepen your understanding of the Ideation theme's unique characteristics.

**Characteristics (words that describe me):**

spontaneous      creative  
innovative      collaborative  
artistic      insightful

**The Value I Bring:**

new and fresh perspectives  
a fascination with ideas  
creativity and originality  
thinking that is outside the box  
ability to find connections between  
seemingly unrelated ideas



**The Role I Play (words that describe who I am):**

inventor      creator  
designer      artist  
innovator      brainstormer  
novelist

**The Needs I Have:**

freedom to explore possibilities without restraints  
or limits  
variety in my work  
creative freedom  
opportunities to apply my ideas and creativity

**My Motivations (what I love/hate):**

I love coming up with something brand new.  
I love new ideas and finding new connections  
between things.  
I hate doing what we have already done.  
I hate constraints that affect my creativity.