



Activity: Creativity Quiz questionnaire

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Managing Innovation

Activity: Creativity Quiz questionnaire

Complete the questionnaire in the box below, being as honest as possible. Then calculate your score.

How creative are you?

(Please tick yes or no)	Yes	No
(1) Are you constantly on the look-out for new ideas?		
(2) Do you get bored with doing things in the same old ways?		
(3) Do you get satisfaction from making improvements?		
(4) Are you afraid of making mistakes?		
(5) Do you worry about appearing foolish?		
(6) Do you enjoy playing around with ideas?		
(7) Do you resent criticism of your ideas?		
(8) Do you welcome ideas from other people?		
(9) Do you like solving problems in unorthodox ways?		
(10) Do you give up early when you run into difficulties?		
(11) Are you discouraged from acting because of lack of resources?		
(12) Should we have more respect for traditional methods?		
(13) Do you prefer a quiet life to a challenge?		
(14) Do you feel that it's not your job to be critical of established practice?		
(15) Do you fear new situations with unpredictable consequences?		
(16) Do you mistrust your own or other people's intuition?		
(17) Do you find it hard to accept disorder and confusion?		
(18) Do you dislike complexity?		
(19) Are you afraid of being looked upon as being pushy?		
(20) Are you reluctant to express your opinions?		
(21) Are you afraid of having your ideas ridiculed?		

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- (22) Are you easily discouraged by hostile criticism?
 - (23) Do you have a difficulty in thinking broadly?
 - (24) Are you quick to point out why an idea won't work?
 - (25) Do you set yourself specific innovation objectives?
 - (26) Do you keep abreast of new ideas in your field?

Key

Score one point for a 'yes' to questions 1, 2, 3, 6, 8, 9, 25 and 26.

Score one point for a 'no' to questions 4, 5, 7 and 10–24.

Overall score above 20 high levels of creativity
 15–19 above average
 11–14 average
 7–10 below average
 less than 7 low creativity

The overall score is less important than the answers to specific questions. Using some of the approaches and tools in the next section can help to overcome these weaknesses.