

# Assessment

## ***Wake Up Your Creative Genius*** ***First Edition***

The objectives of this book are:

- To explain how to think more creatively
- To show ways of improving the quantity and quality of creative thoughts
- To demonstrate how to turn ideas into results



## **Assessment Questions for *Wake Up Your Creative Genius, First Edition***

*Select the best response.*

1. A good definition of creativity is:
  - A. Fabricating something from nothing
  - B. Adapting someone else's concept to suit your needs
  - C. Combining existing elements in new ways to produce a result
2. A good way to enhance your ingenuity in a given area is to learn as much about that subject, as quickly as you can.
  - A. True
  - B. False
3. You can be more creative if you:
  - A. Work single-mindedly on an endeavor
  - B. Strive for a balance of work and rest
  - C. Remain consistently in a state of play
4. When a new idea initially presents itself, the response likely to enhance creativity is:
  - A. "This might be a great idea; let's give it some thought."
  - B. "This idea might work; let's act on it right now."
  - C. "This idea has strengths, but it also has weaknesses."
5. To successfully market an idea, an inventor must tell the potential buyer:
  - A. About the inventor's passion for inventing
  - B. About the inventor's vision of the product
  - C. How the product can benefit the buyer
  - D. The steps leading up to the idea

6. The value of an idea is determined by its:
  - A. Applicability
  - B. Novelty
  - C. Complexity
7. An inventor is likely to succeed by developing things that meet the needs of:
  - A. The creator
  - B. The user
  - C. Both of the above
8. "Projection" is a problem-solving approach that involves seeing the:
  - A. Project progressing from beginning to end
  - B. Problem from the perspective of the completed task
  - C. Obstacles to solving the problem
9. Following a logical, step-by-step approach to finding a solution:
  - A. Will kill creativity
  - B. Is necessary in producing pragmatic results
  - C. May unnecessarily add time to the development process
10. Employees will probably be most innovative if they:
  - A. Limit their interactions to those involving colleagues in the same department
  - B. Confer with others from other departments
11. An idea is doomed to failure if it is:
  - A. Developed too soon or too late
  - B. Introduced in the wrong culture
  - C. Revolutionary
  - D. Both A and B
  - E. Both B and C

12. “Serendipity” is the process of:
- A. Discovering something useful by lucky accident
  - B. Creating a flow of good luck in your life
  - C. Making profound discovery without the benefit of study
13. For mental rehearsal to be effective in learning a new skill, you need to:
- A. Physically practice the skill before mentally practicing
  - B. Get a clear picture of the correct way to perform the task
  - C. Focus on the imperfect patterns you want to eliminate
14. “Object analogy” is a process that helps you find answers to a problem by comparing the problem to:
- A. A tree
  - B. A pencil
  - C. A hand
  - D. Any object you choose
  - E. None of the above
15. In tapping dreams to enhance creativity, it is possible to program the mind to dream about a particular problem.
- A. True
  - B. False
16. The key to creative thinking is using:
- A. The logical left side of the brain
  - B. The metaphoric right side of the brain
  - C. Both sides of the brain in tandem
17. If an inventor wants to increase profits, it is usually wise to:
- A. Negotiate royalties or usage fees
  - B. Sell an invention for a one-time fee
  - C. Charge for products rather than services

18. Many modern inventions—such as automatic cameras, submarines, and Velcro—use principles inspired by:
- A. Famous inventors of the past
  - B. Art
  - C. Nature
19. People usually do not experience a sudden burst of insight about a problem without having immersed themselves in the problem beforehand.
- A. True
  - B. False
20. An important concept about “visual brainstorming” is that it:
- A. Is a process designed to help visual artists hone their creativity
  - B. Should be carried out without making judgments
  - C. Should be free of text or commentary
21. When your intuition is at work, an idea that comes to you:
- A. Will appear to be the most logical approach
  - B. May seem silly, yet prove to be of worth
  - C. Is probably distracting you from valuable work
22. If you experience fear during the creative process, it is a sign that:
- A. You are taking on more than you can handle.
  - B. You are not an especially creative person.
  - C. Your creativity is misdirected to problems rather than solutions.
23. In evaluating individuals who may assist you in getting an idea off the ground, determine if they are:
- A. Well known
  - B. Honest and capable
  - C. Too emotionally connected to you

24. A person with a good attitude during group brainstorming might think:
- A. “That’s a stupid idea; I’m not going to say it.”
  - B. “I am confident my idea is better than all these others.”
  - C. “This may be a stupid idea, but maybe it will lead to something else.”
25. If you would like to produce results in addition to good ideas, you must:
- A. Focus exclusively on the creative process
  - B. Focus on the desired outcome
  - C. Develop several ideas simultaneously

## **Answer Key for Wake Up Your Creative Genius, First Edition**

### ***Recommended response (Corresponding workbook page)***

1. C (6)	6. A (21)	11. D (38)	16. C (52)	21. B (84)
2. B (10)	7. C (23)	12. A (41)	17. A (56)	22. C (86)
3. B (16)	8. B (24)	13. B (44)	18. C (62)	23. B (94)
4. A (17)	9. C (34)	14. D (45)	19. A (65)	24. C (107)
5. C (19)	10. B (36)	15. A (49)	20. B (80)	25. B (109)