

Assessment

Creativity in Business ***Revised Edition***

The objectives of this book are:

- To explain characteristics of creative people
- To present techniques for encouraging creativity
- To show ways creativity can be destroyed



Assessment Questions for *Creativity in Business, Revised Edition*

Select the best response.

1. Which of the following activities are part of the creative process?
 - A. Doing your homework
 - B. Becoming totally absorbed
 - C. Allowing yourself “to sleep on it”
 - D. None of the above
 - E. All of the above

2. Five-year-old children as a group tend to be:
 - A. Equally creative compared to teenagers
 - B. More creative than adults at any age
 - C. Less creative than teenagers
 - D. Less creative than adults at any age

3. The optimistic person:
 - A. And the pessimistic person have about the same creativity
 - B. Is usually less creative than the pessimistic person
 - C. Tends not to be creative
 - D. Is usually more creative than the pessimistic person

4. Being afraid of failure:
 - A. Is a useful trait
 - B. Is common with creative people
 - C. Inhibits creativity
 - D. Enhances creativity

5. An overly stressed person:
 - A. Will develop creative solutions
 - B. May not be able to be objective
 - C. Makes the best decisions
 - D. None of the above

6. Creative breakthroughs:
 - A. Usually come from people inside the field
 - B. Must be developed from previous thinking
 - C. Sometimes require forgetting the rules
 - D. All of the above

7. Ironclad assumptions:
 - A. Lend strength to an organization
 - B. Can inhibit creative thinking
 - C. Should not be questioned if they work

8. Logical problem solving techniques:
 - A. Are fundamental to any useful thinking
 - B. Are the best tools for any situation
 - C. May not be enough for identifying creative solutions

9. Certain habits and behaviors hinder creativity. One habit that hinders is:
 - A. Getting input from a variety of sources
 - B. Avoiding making mistakes as much as possible
 - C. Playing with ideas
 - D. Using your sense of humor as a source of possibilities
 - E. Asking “dumb” questions

10. Formal educational systems:
 - A. Do not usually provide adequate rewards
 - B. Tend to reward right brain thinking
 - C. Usually address right brain thinking and left brain thinking equally
 - D. Tend to reward left brain thinking

11. Creative thinkers:

- A. Keep in mind traditional solutions
- B. Use logic more than intuition
- C. Often rely on intuitive approaches
- D. All of the above

12. Metaphoric ability:

- A. Is able to anticipate possible difficulties
- B. Gains insight through comparison
- C. Is not often a quality of poets
- D. All of the above

13. Posting visual aids for a “trigger effect” will help your mind incubate ideas and shape solutions.

- A. True
- B. False

14. To gain the broadest perspective on a situation, you should:

- A. Work with people who think like you
- B. Try to convince others that your viewpoint is best
- C. Consider the viewpoints of all others involved
- D. Listen and not speak

15. Mind mapping is:

- A. Organizing all your thoughts into different sized sections of a circle
- B. Drawing a map in your mind that shows your ideas as if they were shaped like countries
- C. Starting with a central topic and then branching out to associated ideas
- D. None of the above

16. Managers who want innovation and creative involvement must:

- A. Recognize and reward creative efforts
- B. Tolerate failure
- C. Design ways to meet employees’ creative needs
- D. All of the above

17. Select the idea killer from the following list.

- A. “You may be right, but . . .”
- B. “How could we improve . . . ?”
- C. “I’d like your help with . . .”
- D. “Who else has a suggestion?”
- E. “How many ways could we . . . ?”

18. Select the idea grower from the following list.

- A. “Maybe next year.”
- B. “It’s good enough.”
- C. “We don’t have time right now.”
- D. “Let’s review the options.”
- E. “My mind is made up.”

19. Generating “Positives” means:

- A. Listing all the ideas that you can be sure of
- B. Appreciating verbally the ideas of another person

20. Generating “Possibilities” means:

- A. Thinking of extensions of an idea
- B. Suggesting a different plan

21. Generating “Concerns” means:

- A. Showing reasons why the idea won’t work
- B. Suggesting problems and asking for solution ideas

22. In brainstorming sessions, the facilitator should:

- A. Keep the atmosphere relaxed
- B. Encourage everyone to participate
- C. Focus on quantity, not quality of ideas
- D. Urge participants to say anything that occurs to them
- E. All of the above

23. During the idea-generating phase of brainstorming, the facilitator should:
- A. Judge ideas as they are offered
 - B. Stay alert for non-productive comments
 - C. Explain how ideas fit into logical categories
 - D. Dominate the discussion
24. In selling your creative ideas, it is wise to:
- A. Explain how your idea addresses the wants and needs of others
 - B. Understand the power structure of your organization
 - C. Develop a strategic plan that includes an assessment of your strengths and weaknesses
 - D. All of the above
25. When presenting a new idea, your argument can be strengthened by:
- A. Examples from other organizations
 - B. Bringing in a consultant
 - C. Business and technical journals
 - D. All of the above

Answer Key for *Creativity in Business, Revised Edition*

Recommended response (Corresponding workbook page)

1. E (56)	6. C (22)	11. C (50)	16. D (74)	21. B (81)
2. B (7)	7. B (24)	12. B (59)	17. A (76)	22. E (89)
3. D (14)	8. C (29)	13. A (69)	18. D (77)	23. B (89)
4. C (16)	9. B (38)	14. C (43)	19. B (81)	24. D (103)
5. B (18)	10. D (45)	15. C (69)	20. A (81)	25. D (102)