



Creative Style Questionnaire

Preparation Guide



Creative Style Questionnaire

This guide is designed to help you understand what the Creative Style Questionnaire (CSQ) measures and how to complete it. The CSQ assesses a person's creativity and problem solving style and competencies within a work context.

The CSQ will help you:

- benchmark your creativity and problem solving strengths and weaknesses against a very large international comparison group of first level, middle, and senior managers;
- increase your awareness of how your creativity and problem solving style and skills impact on your performance;
- identify areas you need to work on to improve your performance and reach your potential.

The CSQ will help your organization:

- benchmark the creativity and problem solving skills of employees;
- identify which individuals are suitable for promotion and which individuals need further development;
- design education programs to increase creativity and problem solving skills and thereby improve business performance.

What the CSQ Measures

The Creative Style Questionnaire measures five creativity and problem solving competencies shown in the diagram below.





Completing the Questionnaire

The questionnaire is presented on-screen in blocks of 25 statements which you are asked to rate on a 5-point scale ranging from 'Never/Almost Never' to 'Nearly always/Always'.

Please consider the following points when you are completing the assessment:

- do the questionnaire when you are alert and free from interruptions;
- enter your responses by clicking on the appropriate rating for each statement. You must respond to every statement before you can go on to the next screen;
- complete the assessment from a work perspective as the assessment is designed to throw light on your creativity and problem solving style and competencies at work;
- try to be as discriminating as possible by using the full range of options on the 5-point response scale;
- avoid trying to select responses that you think will present you in the most favorable light--there are checks built into the assessment to assess the candor and consistency of your responses.

Feedback

The CSQ feedback report provides a concise summary of your creativity and problem solving style and skills, and the report provides a link to a development guide with practical tips and recommendations for performance improvement.