




---

## CHAPTER SIX

# Different Colors, Shades & Hues

Creative Thinking Styles

---

### Each one of us have our own creative style!

Based on what I said in chapter K (4) most people have their own unique Creative Thinking Style. Now let's explore what might be your most preferred or strongest Creative Thinking Style.

First pull out your completed **M.I.N.D. Design** questionnaire and write your four scores here.

<b>M</b> = _____	<b>I</b> = _____
<b>D</b> = _____	<b>N</b> = _____

**Total = 12**

Now read the paragraph(s) below that match(es) your highest number(s). Ask yourself does it fit me. Then read the paragraph that matches your lowest score. Ask yourself does it fit someone I find difficult to work with sometimes.

## M - Innovation

Continuously improving, refining what exists or systematically moving from the abstract to the concrete. Uses logic and rationale. This is a deductive and reductive approach moving back and forth from concrete to abstract and theoretical. A style of a loner. The style of a highly patient person. who is most concerned with completing the challenge.

## Imagination - I

Creation of the new, the untried. Blue sky, inspirational thinking. Uses hunches, guesses, approximations. This is an exploratory, open-ended seemingly undisciplined approach that works from many potential solutions backwards more often than from the problem towards a solutions, using multiple thinking and non-thinking approaches. The style of a highly impatient person, loyal to the challenges and the process.

## Dd - Recovery

Applying known theories and systems or equations to recover previously undiscovered solutions or problems. This is a reductive approach using predominantly critique, judgement and argument. The style of a person. highly loyal to an organization.

## Discovery - N

An exploratory, often accidental approach. Generally “feels” a problem and its many potential solutions. Generally this style prefers to work in teams to “bounce” ideas often of other “accepting” like thinkers. A compromising style. The style of a person. highly loyal to his or her team of researchers and the project.

The paragraphs above describe four primary **Creative Thinking Styles**. Most people (2/3's, 66 2/3%) have styles that are combinations of two the of the four, such as: **M & D, I & N or M & I, D & N or M & N, I & D**. About 1/6th of most groups I have worked with during the past 12 years have styles that are combinations of 3 of the 4 or all 4. The remaining 1/6 have styles that distinctly one of the four. Scores of 8 or higher usually indicate a specific preference for that one style.

What is your style or styles? M? I? N? D? or a combination?

The higher your scores on the top, M and I, the more of a loner you are. The higher your scores on the bottom, D and N, the more of a joiner you are. The higher your left scores M and D the more rational and practical and systematic you are. The higher your right scores I and N the more divergent, rebellious, people oriented and more intuitive.

The following page indicates the specific strengths of the four basic styles.

## Our Creative Selves

The following are the specific strengths and abilities of the four primary styles. We can choose to use any of the four primary styles at any time. Generally by the time we turn twenty we have developed a particular style or pair of styles that we prefer and are best at. With training and practice we can develop abilities from the other clusters.

As a Hi-**M** your preferred style is the

### **PROBLEM-FINDING SELF**

When you are working on a challenge you generally . . .

- Analyze Ideas
- Investigate
- Innovate/Improve
- Experiment
- Use Logic & Facts
- Like Challenges

As a Hi-**I** your preferred style is the

### **IDEA-FINDING SELF**

When you are working on a challenge you generally . . .

- Synthesize Ideas
- Use Your Intuition
- Strive to be Creative
- Explore many ways
- Use Hunches/Feelings
- Tend to be Visionary

As a Hi-**D** your preferred style is the

### **IMPLEMENTING SELF**

When you are working on a challenge you generally . . .

- Apply Formulas
- Verify Data
- Use Procedures
- Are Systematic
- Evaluative
- Directly useful

As a Hi-**N** your preferred style is the

### **IDEA SENSING SELF**

When you are working on a challenge you generally . . .

- Feel or sense Ideas
- Play with Data
- are Free-Flowing
- keep Open-Ended
- are very Accepting
- see much as Possible

## Creative LEADERSHIP STYLES

When we lead people our **Creative** Thinking Styles can be very helpful or they can get in the way. If our style matches the people we are leading generally we work well together. If our style contrasts it may cause a range of problems.

If yours tends to be mostly **M-Meditative** and you are working with people who prefer **D-Directive**, my experience and research since 1983 shows you will have difficulty up to about 25% of the time. You will usually disagree and possibly argue over changing things that already work well that the **D-Directive** oriented people are comfortable with.

If yours tends to be mostly **I-Intuitive** and you are working with people who prefer **N-Negotiative**, my experience and research shows you will have difficulty up to about 25% of the time. You will usually disagree and possibly argue over changing things or trying new ideas without having input from all the people involved. **N-Negotiative** oriented people prefer to work in harmony as teams and you prefer most of the time to work alone.

If yours tends to be mostly **M-Meditative** and you are working with people who prefer **I-Intuitive**, my experience and research shows you will have difficulty up to about 50% of the time. You will usually disagree and possibly argue over their lack of facts or data or their tendency not to be able to justify or rationalize how their idea is going to work. Intuitives generally prefer to trust their intuition or to experiment while solving a problem not experiment before working on the actual problem.

If yours tends to be mostly **D-Directive** and you are working with people who prefer **N-Negotiative**, my experience and research shows you will have difficulty up to about 50% of the time. You will usually disagree and possibly argue over changing things that already work well and especially if they can not back up their ideas with facts

and have no specific proven plans to follow. Intuitives generally prefer to jump in and get started and work out the bugs as they go. You prefer to plan ahead and know what to expect to happen with an almost 100% chance of success.

If yours tends to be mostly **M-Meditative** and you are working with people who prefer **N-Negotiative**, or the reverse, you will have difficulty up to about 75% of the time. You Meditatives will want to think through your ideas and solutions. You will want to analyze them to work out imperfections or bugs and probably run a short or small experiment to test out “your” one or two workable ideas. You Negotiatives will prefer to simply bounce ideas off all those who are involved in the project and spend time brainstorming for new possibilities and not concern yourself with proofs or exact data or solutions.

If yours tends to be mostly **D-Directive** and you are working with people who prefer **I-Intuitive** or the reverse, you will have difficulty up to about 75% of the time. You Directives will prefer to plan and organize everything before you start. You Intuitives will prefer to jump in and experiment and generate many, many ideas while the Directives simply want one correct, dependable answer.

Even though there are possibly 20 different **leadership styles** (M, I, N, D, MI, MN, MD, IM, IN, ID, NM, NI, ND, DM, DI, DN, MIN, IND, MND, MIND), we each can gain by learning to use the four primary: M, I, N, D. The following describes the basics behind each of the initial four that any of us can use when it is necessary.

My belief is that leaders will be more productive (efficient and effective both) when they adapt, adjust or modify their style to their followers’ individual styles rather than trying to cause all their followers to change to the leader’s.

## **MOTIVATORS      MEDITATIVES**

Emphasize the use of facts and data. Generally very confident in themselves. Usually sold on objectives, on schedules, aware of importance of all major tasks. Will be flexible when necessary. Usually calm and cool, low key. Very logical about solutions. All input is assessed and considered. Tries to balance power. Would prefer not having to exercise power. May become too detailed and miss specific deadlines. Will persuade by logic and rational thinking. Focus is on logic and accuracy or correctness of solution.

## **INSPIRERS      INTUITIVES**

Wants everyone involved. Prefers to delegate pieces while encouraging each to reach for excellence. May be impatient at other's pace and occasionally usurp power back after delegating it. Pushes for ideal goals and quality when inspired to do so. Will try to inspire others. Excitable at times. Rests upon intuition and innovation to solve problems. Often will create new problems and solve all simultaneously. Generally will be seen as inspirational leader if minimum of contact is experienced. Overexposure may produce burnout or frustration of subordinates. Prefers to work alone. Will lead effectively if everyone works alone and at his/her pace. Will persuade by inspiration or painting the possibilities of the results. Focus is upon uniqueness, innovation, excitement of solution.

## **NURTURERS      NEGOTIATIVES**

Constantly seeks to develop harmony among subordinates. Tries to eliminate all conflict. Continually tries to nurture each person. Puts emphasis upon feelings and making sure everyone is comfortable and feels part of the team. Often will have difficulty meeting specific deadlines while covering all aspects of the problems. Will strive to make experience fun for all. Focus is upon group harmony.

## **DIRECTORS      DIRECTIVES**

Schedules, plans, details all work to be done. Excellent at reaching specific deadlines and targets. Relies on logic and traditional ways of solving problems. Believes in following rules, policies and guidelines. Divides up work and distributes it according to skills of each person. Keeps in touch with each person periodically to verify that everyone is on schedule. Minimizes risks by keeping people on track aimed at a specific target. Controls any swaying from the target. May, at times, minimize creativeness in order to guarantee completion of work on time. Always has specific target in mind and has detailed a plan, step by step, to reach it by. May suppress individualism in order to complete project as it is “supposed” to be done. Focus is upon completion on time according to organizational standards.

You can tap into more of your natural creativeness by:

1. becoming aware of our preferred “creative style”.
2. accepting it.
3. strengthening it.
4. learning to accept other styles.
5. expanding our total style by continuing to learn about and from the other.

I do not believe anyone is truly successful changing into some other style. Instead we become successful by strengthening, enriching, and expanding.

So for the next week try each style for an hour, one each day, on a project or challenge of yours. Also go work with people with different styles and learn from theirs. You will learn a great deal about the people you work with and about yourself.