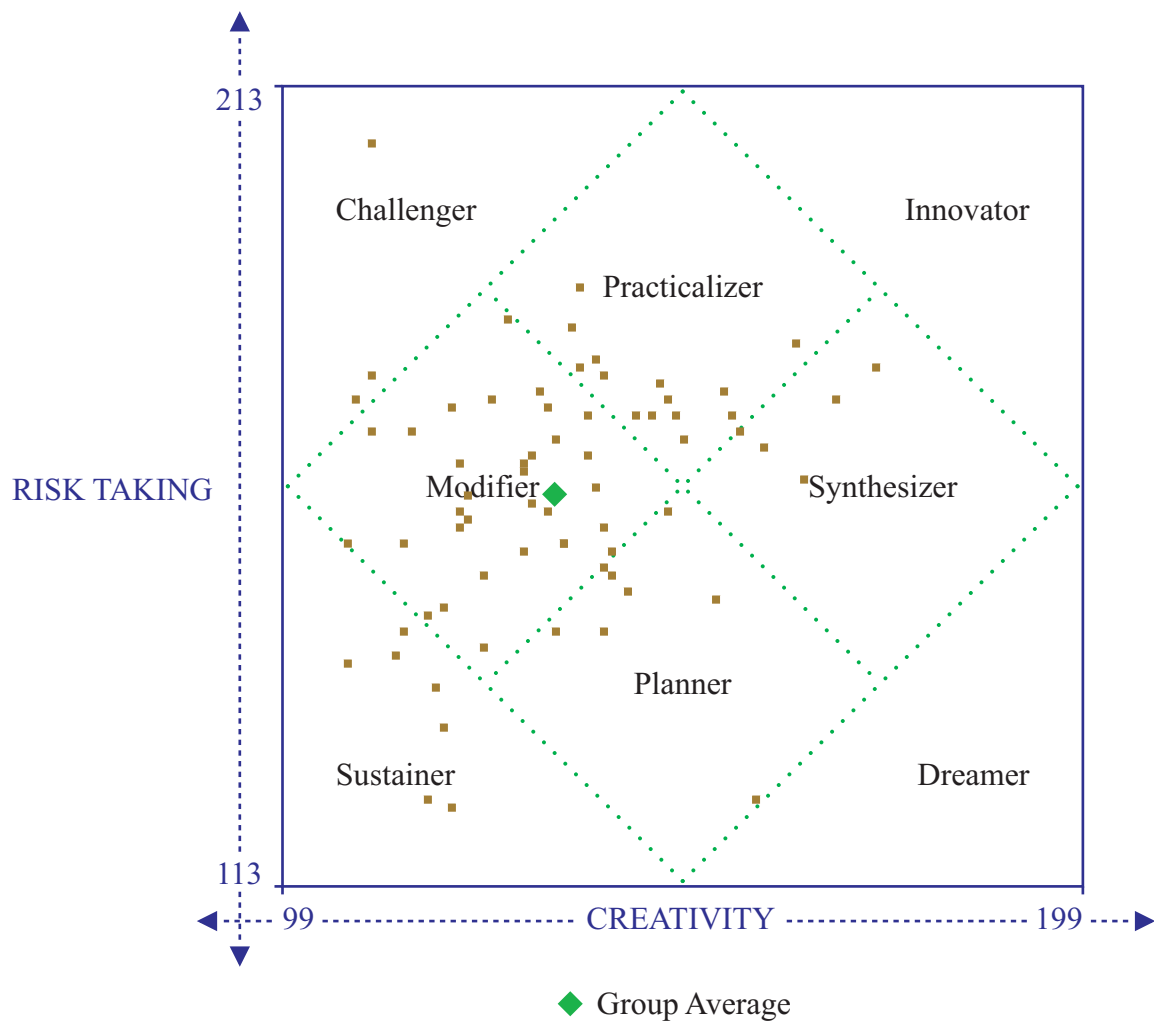


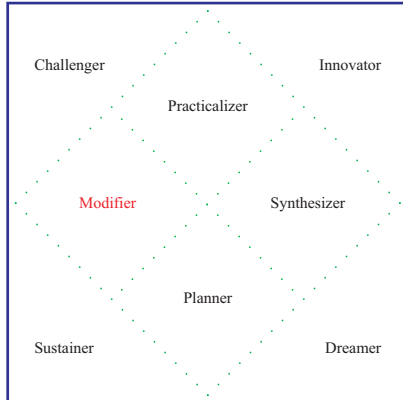
Creativity Score: 133
 Risk-Taking Score: 162
 Orientation: Modifier



The Creatrix:



Modifier



Modifiers are low/moderately creative and moderate on risk taking. They take what is and add to it.

Contributions

Modifiers can usually be counted on for the constant little improvements so necessary for lowering the costs of production, marketing, and management. They may suggest turning a form crosswise for easier use, changing the shape of a mold, or using a different type of material. They may move two machines closer together so that one person can operate both at the same time or add paragraphs to a manuscript. Because their proposed alterations are rarely threatening to others, they are usually liked. Modifiers are usually valued by their organizations as they recognize where ideas and processes can be improved. They provide stable, incremental improvements.

Hindrances

Modifiers won't develop the "break-through solution." Modifiers will take moderate risks and implement them. However, if management wants something "the old way," they are often willing to return to doing it that way. They don't fight hard for their own suggestions--they will backoff in the face of too much adversity. This has drawbacks for the organization. The modification they are proposing may have major cost efficiencies or technological advantages.



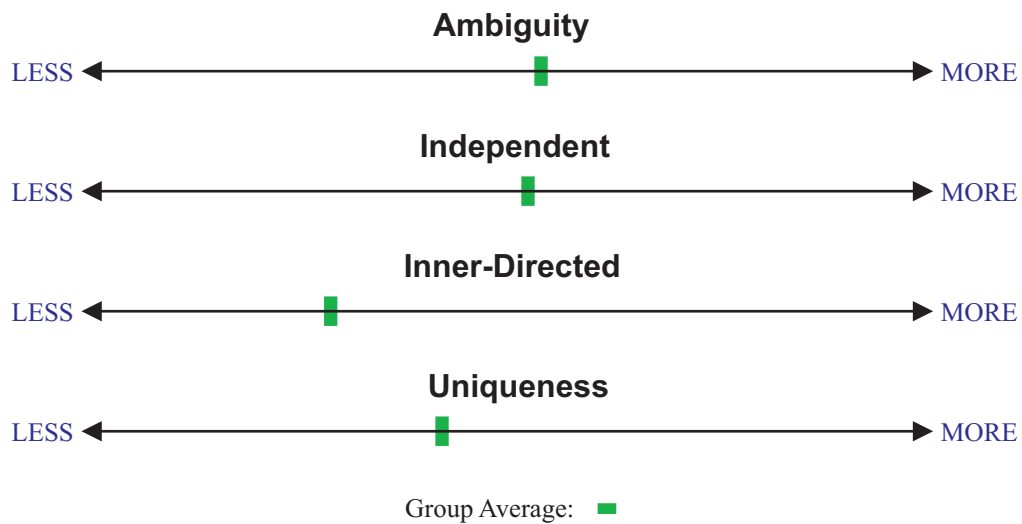
Creativity

Sample Group

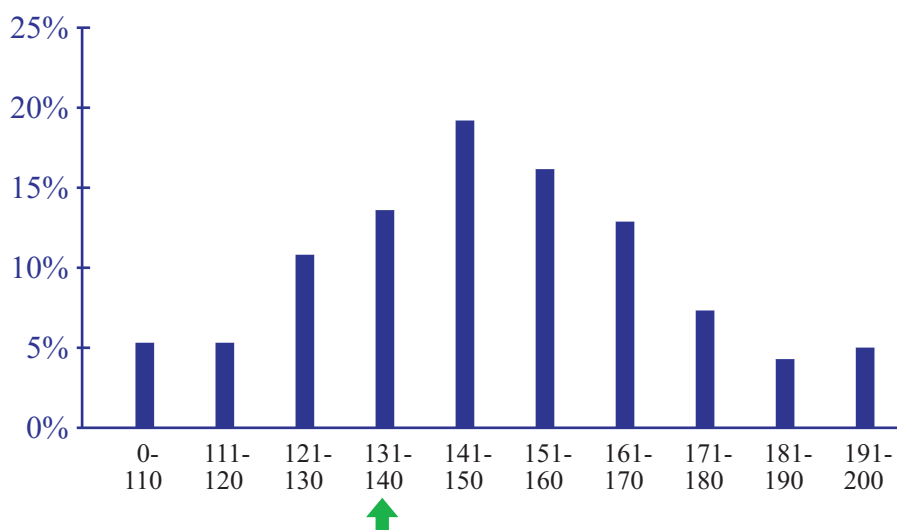
Creativity Score: 133
Risk-Taking Score: 162
Orientation: Modifier



Creativity Drivers:



Distribution of Creativity Scores Across Population



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Risk-Taking

Sample Group

Creativity Score: 133
Risk-Taking Score: 162
Orientation: Modifier



Risk-Taking Drivers:



Distribution of Risk-Taking Scores Across Population

