

## The Creatrix – An Overview

[The Creatrix Inventory](#) has been designed to help members of an organisation explore some characteristics that can affect the way they contribute to the success of that organisation. Specifically, it will help you to determine to what degree they possess these characteristics.

We begin with the assumption that every company, and the employees who work for that company want to create greater; value for shareholders or value for employees. In order to create this greater value, companies and employees have to innovate!

Innovation results in:

- New product ideas
- Greater efficiencies
- Reduced need for working capital
- Higher profits
- Improved customer service
- Increased shareholder value, and on and on.

Companies can accelerate their innovative capacity by fostering creativity and risk taking in their employees and creating an organisational culture that allows for it.

- Today's companies need to continually innovate
- Today's employees want to add value
- The two together mark the difference between a maintenance company and a fast tracking innovative company.
- Today's companies need the innovative ideas of their employees

The formula for success is...

## **Innovation = Creativity x Risk Taking**

Without creativity and individual and corporate willingness to take risks and drive creative ideas to fruition, we'd have very few of the valuable products we use today...we might still be cooking over an open fire, storing food in the earth, and using horses as our primary means of transportation; indeed we wouldn't have fax machines, cell phones or personal computers! Creative people and risk takers have blessed us as those who know how to make it happen!

Who are these people? **They are people like you and me! Companies like the ones each of us works for and with.**

Every one of us is creative and has taken risks in our personal or professional lives. The successes we've achieved have not been without creativity and risk taking.

**Are you prepared as a company to Innovate?  
Are your employees as creative as they could be and taking risks that they need to?**

Creatrix knows how to unleash an individual's, a team's, and a company's untapped creativity and risk taking to accelerate innovative capacity.

**Creativity and Risk Taking - The Challenge** Only by tapping our creativity and risk-taking capacity can we succeed in business and in life. Creativity and risk taking can be practiced. You can become more aware of both. Your company can become more aware of both. The vitality and performance of your company depends on your willingness to increase your innovative capacity and your company's willingness to support you in this effort.

**Are you** as creative as you want to be? Do you take the risks you want to? Have you been told lately, that was an "innovative", "creative" risk-taking idea, product or "service"?

**Discover** how creativity and risk taking impact your own personal success and that of your business. Learn how to increase your innovative capacity.

**The Creatrix Inventory**<sup>®</sup>, developed by the Richard Byrd Company, determines your creative risk-taking propensity.

## About Creativity in the Creatrix

Creativity may be defined as the ability to produce unconventional ideas. Those ideas may be as mundane as turning eggshells into little faces or as sublime as Athelstan spilhaus' floating cities in the Atlantic Ocean. They may be as practical as the saltshaker or as absurd as an alphabet with a huge number of letters.

When asked "are you creative?" many people answer in the negative. Some of these negative answers are correct, but most of them are wrong. Unfortunately, people are most often in situations that demand repetition rather than creativity, conformity rather than diversity. The directions are unconventional, other people may be suspicious, suspicious of them or view them as unpredictable.

Restrictions on experimenting with new ideas are imposed on most people from early childhood. Children are instructed to keep within the black lines of the colouring book, and doodling is discouraged. Creating fanciful stories is interpreted as lying, and pretending is tolerated only until a child is a certain age, then it becomes embarrassing. Being out of line - queuing to dinner, the washroom, the water fountain, or the playground is considered bad behaviour.

Adults on the job are also caught in a variety of binds. Management may want coordination, implementation and follow-through performed in the same old way, or the amount of creativity desired may be unclear.

Creativity is measured by originality. In fact, about the only criteria for creativity that researchers agree exists is originality. Small percentage of people live in a world of wildly imaginative ideas; others are at the opposite extreme, out of touch with daydreams. Most people, however, why between the two extremes.

"Genius" seems to be the only word available to describe the truly creative thinker. The word is used to distinguish an Einstein from a bright quiz show participant. Unfortunately – because the word is also used to refer to a person with a high IQ – people often assume that creativity and intelligence are related. There is little evidence to support that assumption. Many people, with only average intelligence have original thoughts. Although IQ may be an accurate predictor of success in school and on certain types of work, it provides no guarantee about a person's ability to make a unique contribution to any field of work. However, just as IQ is distributed on a normal distribution curve, so is unconventional thinking. Some people are extremely unconventional, some are extremely conventional, and most lie somewhere in between.

## About Risk Taking in the Creatrix

Creativity in an organisation involves risk taking. Management often claims it wants employees to be more creative, but usually it is not welcome the associated risks. In order to present new ideas, the creative person must sometimes be the risk taker. Risk taking may mean that the person tenaciously pushes his or her ideas onto somebody else, an employer, a colleague, a department at some wrist to the creator's security, career reputation or self-esteem.

Although risk taking is not a trait. "Way it results from a person's fear of failure, fear of rejection, the cost benefit factors of a situation, except to), everyone develops an unmistakable risk orientation over the years. That orientation (high, moderate or low) May change during different period of the person's life. The organisation's response "e.g., supportive, punitive Conservative or aggressive" will also affect the members risk taking orientation

When people determine their own orientations, they can predict their own responses to different situations. Being aware of their employer's responses will also help employees to predict how the employers will react to specific proposals. This knowledge permits better management of risks for all concerned.

Risk takers also appear on a normal distribution curve. Those who are completely other directed, taking all their cues from the organisation, make up roughly 16%. Those who almost totally in the directive, taking their cues only from sales, make up another 16%. The other 68% fall between the extremes. Most people take cues, to varying degrees from both the environment and their own convictions, needs and interests.

## What is your Creatrix orientation?

Measuring the risk taking orientation and the creative sense of individuals and organisations helps to explain why one organisation stagnates and dies, another takes excessive risks and lands in bankruptcy, and yet others are moderately to extremely successful.

As the Creatrix suggests, your creativity and risk taking orientation can be plotted on a matrix. The vertical scale designates the degree to which you are generally a low on what moderate or high risk taker. The horizontal scale designates the degree of your creative abilities. The Creatrix is further divided into eight zones, each representing a creativity-risk taking orientation. Although there are shades between the orientations, matters degree, only the eight "pure" orientations will be described here to provide contrast, illustrations and clarity.

The four orientations in the corners represent people who rank either extremely highly or extremely lowly on creativity or risk taking. When the extreme types become more socialised: Sustainers (low creativity, low risk taking) they become Improvers; Challengers (low creativity high risk taking), Practicalizers; Innovators (high creativity, high risk taking), Synthesisers and Dreamers (high creativity, low risk taking), Planners.

## CREATRIX INVENTORY: THE EIGHT ORIENTATIONS

	Challenger	Sustainer	Innovator	Dreamer
<b>Value to Organisations:</b>	Exposes sacred cows Self-directed Likes risking	Backbone Repetitive tasks Necessary	Many new ideas Sense breakthroughs Won't compromise	Lots of ideas Un-mined gold Very creative
<b>Hindrances:</b>	Tells it like it is Critical	Stuck in ruts Old methods	Fixated on ideas Single minded	Conforming Underachieving
<b>Professional Profile:</b>	Computer wizards Sales people	Executive assistants Staff positions	Inventors Graphic designers	Artists Musicians

	Improver	Practicalizer	Synthesizer	Planner
<b>Value to Organisations:</b>	Constant improvements Incremental change Usually liked	Action oriented Politicians Compromiser	Peacemakers Organizers Endless possibilities	Map makers Good staff people Many alternatives
<b>Hindrances:</b>	No brilliant solutions Won't fight hard	Rare long shot Impatient	Inability to risk it all Needs data to work with	Not action oriented Not risk takers
<b>Professional Profile:</b>	Athletic coaches Operations managers	Lawyer Administrators	Senior managers Division managers	Engineers Teachers

### The Drivers

Knowing that innovation is a function of creativity and risk taking does little in terms of adding value. That is, what value is there if I tell you that you need to become more creative or take more risks? Through rigorous qualitative and quantitative research methods, The Creatrix Team has isolated the Seven Drivers that influence innovative abilities.

These behaviours are:

#### [Creativity Drivers](#)

Ambiguity  
Independence  
Inner-Directed  
Uniqueness

#### [Risk-Taking Drivers](#)

Authenticity  
Resiliency  
Self-Acceptance

Understanding these Drivers and how they influence individual, team, and organisational behaviour is a critical component to understanding how to accelerate innovative capacity. To fully grasp the power of the Drivers, we have incorporated a series of challenges designed first to develop an intellectual understanding of the Driver, second, to develop a deeper personal understanding of the Driver, and finally

a challenge to internalize the Driver thereby providing the participant an opportunity to act on their own unique understanding of the Driver.

Once these Drivers are understood, learning how to apply them to real world work situations becomes the challenge, that when overcome, yields tremendous impact on an individual, team, and organisation. To apply the Drivers, one must develop an appreciation for how they influence behaviour. For example, resiliency is a hallmark of people who take risks. Being able to rebound from rejection is a learned behaviour that enables us to take more risks and recover quickly from our mistakes. Learning how to become more resilient helps us to persevere in a challenging business climate that often requires more than one attempt at problem resolution. Clearly, resiliency is something we like to see in those we work with and even in ourselves.

## Creativity Drivers

**Ambiguity:** Able to operate with uncertainty and vagueness—don't require high structure, goals, or objectives to accomplish or create things, ideas, services, or products.

**Independence:** Not subject to the control or influence or determination of another or others—are not willing to subordinate themselves—don't like to be managed

**Inner-Directed:** Determine their own expectations and norms—march to their own drummer

**Uniqueness:** Appreciate and value differences—value uniqueness in both self and others

## Risk-Taking Drivers

**Authenticity:** Being what you purport to be: genuine—“walk your talk”—“tell it like it is”

**Resiliency:** The capacity to spring back, rebound and to successfully adapt and learn even in the face of adversity and stress

**Self-Acceptance:** Approving and/or satisfied with your behaviours or actions—“like yourself”

For more information please contact the training team at [www.rapidbi.com](http://www.rapidbi.com) for the UK & [www.creatrix.com](http://www.creatrix.com) for the US

Updated 2015

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### Key words:

Creatrix, Innovation, creativity, risk taking, inventory, change, Challenger, Sustainer, Innovator, Dreamer, Improver, Practicalizer, Synthesizer, Planner, 7 drivers, seven drivers, Creativity Drivers, Risk-Taking Drivers, Ambiguity, Authenticity, Independence, Resiliency, Inner-Directed, Self-Acceptance, Uniqueness, influence, behaviour, individual, team, organisation, capacity, orientations, dimensions, entrepreneurship, entrepreneur, improve, focus, creative, management, business Improvement Review, business diagnostic, coaching tool, coach, Creatrix, Innovation, creativity, risk taking, inventory, change, Challenger, Sustainer, Innovator, Dreamer, Improver, Practicalizer, Synthesizer, Planner, 7 drivers, seven drivers, Creativity Drivers, Risk-Taking Drivers, Ambiguity, Authenticity, Independence, Resiliency, Inner-Directed, Self-Acceptance, Uniqueness, influence, behaviour, individual, team, organisation, capacity, orientations, dimensions, entrepreneurship, entrepreneur, improve, focus, creative, management, business Improvement Review, business diagnostic, coaching tool, coach

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