The 7 Creativity Lenses™ Report
Improving Creativity in Meetings and in Teams
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Applications
The 7 Creativity Lenses™ Report provides a framework for exploring a person’s approach to creativity and for identifying their strengths and preferences. Ideal for:

**Brainstorming** Helping groups and individuals consider wider issues and options when exploring new ideas.

**Meetings** Enable groups in meetings to evaluate ideas constructively and with greater balance.

**Team Working** Helping team members to understand individual differences and their potential contribution to the creative process.

**Enhancing Team Performance** Understanding team strengths and where individuals are ideally placed to contribute in creating new ideas.

**Change management** Change requires new ideas and ways of working with input from people affected so they buy into new solutions. Using the lenses help keep all input positive and constructive.

Benefits

**Quick and easy** Completed in 10-15 minutes.

**Better Creativity** A formalised approach to ensure ideas are evaluated more accurately.

**Balanced Decision Making** Wider views considered to ensure the best ideas aren’t lost.

**Reduced Interpersonal Conflict** Improved understanding of others strengths and contribution to creativity.

Administration
Secure online administration using the Talent Strengths online assessment system or using our Bureau Service.

Assessment takes only 10-15 minutes.

The Report
The report provides a rank ordered display of a person’s most preferred creativity lens. A detailed narrative description is provided for each lens along with question prompts to be used when solving new problems.

### Profile Results

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### Base Lens - Instinct, Feelings and Emotions

*Description*

More of us can use instinct, nature and gut instinct to inform our decisions and choices. By using the Blaze Lens we bring our feelings and emotions into a judgement when making choices or solving problems. Using the Blaze Lens we dispense with rules and protocols and give our thoughts free reign for exploration or approval.

### Questions Asked Using this Lens

- What does everyone think about this current process/situation?
- What does your intuition tell you?
- What part of the situation do you want to and why?

### Sapphire Lens - Reflexivity and Review

*Description*

Individually looking through the Sapphire Lens, we can take stock of the situation and reflect on the where the creative process is going and to check back, with the group as to the original objectives. When using the Sapphire Lens we can consider how to respond and direct their efforts more efficiently towards their original objectives. Those using the Sapphire Lens can help guide and shape the new thinking being done by a group or team.

### Questions Asked Using this Lens

- How far have we come?
- Are we still focused on our own objective?
- What conclusion or summary can we make about the situation or problem?

As with all the TSTI reports, included is a summary profile of the person’s global and facet types.