

## Developing Your Strength

# Ideation

The genius of your Ideation talent begins with your love of ideas and the way you so quickly learn new ideas, concepts and principles. But you are not passive. It is as if you take ideas and then begin spinning them around in your mind. With each new idea you learn, you tend to think about it over and over - - - spinning it around with the many other ideas you already have. The result of this thinking, turning, and spinning around of new ideas with what you already know does two things. First, you generate new connections and insights about ideas and their implications. Second, the spinning of your ideas often results in new ideas. Therefore, the genius of the Ideation talent is the creativity of generating new ideas and insights as a result of contemplating and reviewing the ideas you have learned.

Adapted from “The Genius and Beauty found within The Clifton StrengthsFinder Themes of Talent,” by Edward C. Anderson

## Applying Ideation Talents in Careers

- Ideation talents are all about creativity. Freely imagine yourself on graduation day — and five years after that. What are you doing? How did you create the opportunity?
- Brainstorm all the possible careers that could fit your talents. Check them out online or in an occupational handbook for details, then picture yourself in each one. Which one fits best?
- Environments that reward your creativity and give you the time, space, and freedom to experiment and dream will bring out your best. Often these environments are fast-paced and freewheeling, allowing you to run your ideas past others on a daily basis.
- Avoid environments that box you in with routines or that expect precision or attention to detail. You will invest significant time and produce results without constant supervision.
- Select an organization where the leaders encourage and solicit your divergent thinking, stimulating them to consider some new approaches. You will be able to find new and better ways of doing things within the organization, and you may be of assistance in strategic planning exercises.
- Consider careers in which creativity seems to be important. Talk to strategic planners, consultants, market researchers, designers, or people in advertising to find out what they enjoy most about their work.

Adapted from StrengthsQuest website: [www.strengthsquest.com](http://www.strengthsquest.com)

## Career Plan of Action:

# **Applying Ideation Talents in Academics**

## **General Academic Life**

- Take on leadership positions in projects that will allow you to share several ideas and use your creativity.
- Take on an independent research project in which you can generate and explore numerous ideas.
- Work with a professor in developing a research project, and contribute your creative abilities. You probably will have many ideas to offer.
- Your mind may wander. You can use this to your advantage by letting your thoughts flow freely in class, as long as you think about the subject you are studying.

## **Study Techniques**

- As you read an idea, use it as a stimulus for your own further thought and creativity.
- As you study, think of different concepts, and invent new ways to present the materials in writing or in graphics. This will invigorate your mind as well as the minds of others.
- Allow yourself ample time for thinking. If you rush through a reading assignment, you are less likely to be engaged with it.
- Brainstorm with your friends about topics you are studying. Let your mind "go wild," knowing that you can sort through the ideas later.

## **Relationships**

- Surround yourself with friends who are responsive to listening as well as probing you about your ideas.
- Choose a mentor who has the courage to support you in your ideas and who will also challenge you to explore them even further.
- You love to generate ideas. Find a partner who would enjoy helping implement your ideas.

## **Class Selection**

- Choose classes that involve creative projects rather than simple exams and term papers.
- Some classes might not seem to encourage creative expression because of their subject matter. Recognize that you can use your Ideation talents to create new and stimulating ways to learn.
- Select classes taught by professors who enjoy diversity of ideas.

## **Extracurricular Activities**

- Join a group that values and stimulates creative ideas.
- Involve yourself in a project that allows you to use your creative talents, such as general writing, news magazines, newspapers, journals, graphics, or painting.
- Help revive a struggling group. You will have several ideas to restore life into the group. Also consider starting a totally new group and generating several ideas about projects in which it might become engaged.

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## **Academic Plan of Action:**
