



Here is a self-administered test based on J.P. Guilford's seminal work on creativity. This test focuses on Guilford's key dimensions of creativity: fluency, flexibility, originality, and elaboration. The questions are designed to reflect these aspects, allowing participants to gauge their creative intelligence.

Self-Administered Creativity Intelligence Test

(Based on Guilford's Model)

(Instructions: Answer each question using a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree.")

Fluency (Ability to produce many ideas)

1. I can quickly come up with multiple solutions when faced with a business problem.
2. I enjoy generating a large number of ideas during brainstorming sessions or other types of think-tanks.
3. When working on creative tasks, I tend to come up with many options, even if they are not all practical.
4. I rarely feel "stuck" when trying to think of new ideas for business challenges.
5. I find it easy to come up with alternative uses for a product or service.

Flexibility (Ability to switch approaches or perspectives)

6. I am comfortable changing my approach if the initial idea doesn't work.
7. I find it easy to adapt my thinking to new or unexpected business challenges.
8. I often consider problems from multiple angles before deciding on a solution.
9. When working on a project, I can shift between different ideas or perspectives without difficulty.
10. I enjoy challenging assumptions and exploring unconventional solutions to problems.

Originality (Ability to produce novel or unique ideas)

- 11. I frequently come up with ideas that no one else has thought of in a group of my peers.
- 12. I often generate unique business strategies or solutions that stand out from typical approaches.
- 13. I take pride in producing original ideas, even if they seem unusual at first.
- 14. People often comment that my ideas are different from what is expected.
- 15. I enjoy taking creative risks, even if others are skeptical of my ideas.

Elaboration (Ability to add detail and develop ideas)

- 16. I am good at developing and refining an idea until it becomes practical.
- 17. I enjoy adding detailed plans or strategies to turn a simple concept into a viable business solution.
- 18. I often build upon others' ideas, adding complexity and depth to make them more effective.
- 19. When working on a creative project, I ensure all aspects are fully thought through before presenting it.
- 20. I am skilled at creating comprehensive strategies that turn innovative ideas into reality.

Divergent Thinking (Ability to think in varied directions)

- 21. I am open to exploring unconventional or unexpected solutions to business problems.
- 22. I enjoy coming up with multiple ideas, even if they are unrelated or seem disconnected at first.
- 23. I often find that exploring unrelated concepts helps me come up with better solutions.
- 24. I enjoy tasks that require thinking in new directions, rather than following established methods.

Scoring Guidelines:

- **Fluency (Questions 1-5):** Scores reflect your ability to generate numerous ideas and solutions.
- **Flexibility (Questions 6-10):** Scores indicate how adaptable and versatile your thinking is when approaching problems.
- **Originality (Questions 11-15):** Scores measure your tendency to create unique and innovative ideas.
- **Elaboration (Questions 16-20):** Scores show your ability to add detail and depth to creative ideas, turning them into workable solutions.
- **Divergent Thinking (Questions 21-24):** Scores reflect how easily you can think in multiple directions and explore varied solutions.

Interpretation of Scores:

- **21-25:** Strong proficiency in this dimension. You excel in this area of creativity.
- **16-20:** Moderate proficiency. You demonstrate good creative skills in this area but may benefit from further development.
- **11-15:** Some proficiency. You may find creativity more challenging in this dimension and should focus on improvement.
- **Below 11:** Limited proficiency. Consider actively developing strategies to enhance your skills in this area.

