



me<sup>2</sup>

# CREATIVITY

products & pricing

# creativity



“ Individuals can be more creative on demand...

By understanding and developing their drivers and blockers everybody can add more creativity into their daily work.

me<sup>2</sup> starts with four dimensions: Idea Generation, Motivation, Personality and Confidence.

These drivers are further divided into individual drivers such as Curiosity, Incubation and Sharing... areas that can be measured, addressed and changed to increase overall creative output.

The General Factor of Creativity examines 12 personality traits that can be developed individually and have been shown to be common to all creative pursuits whether this is writing a screen play, painting a picture, inventing the iPhone or delivering more for less at work.

The 12 factors combine together to produce 1 consistent measure for creativity, a general factor that can be compared across age, education and nationality.

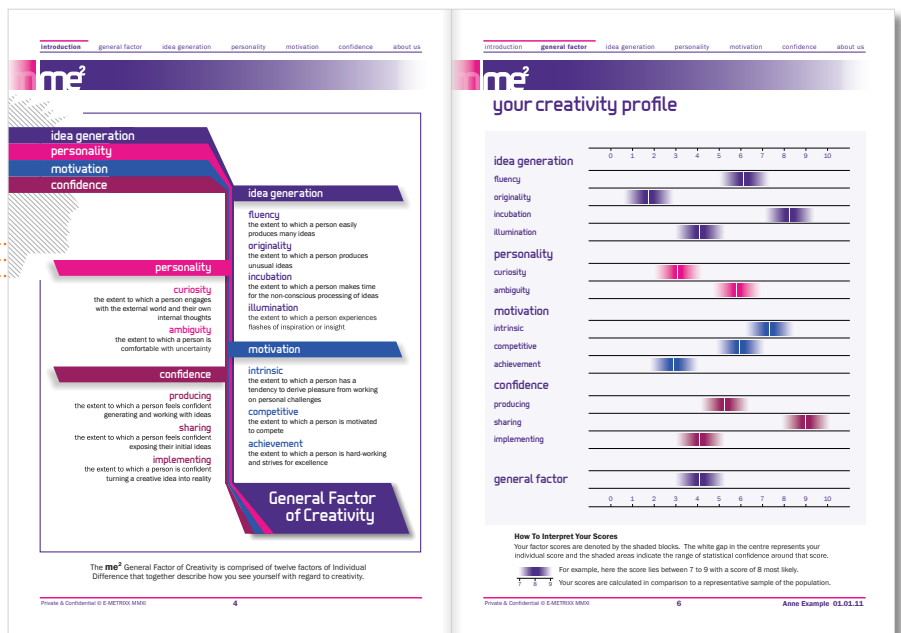
**Professor Paul Irwing**

Director of Psychometrics

Chairman of the Psychometrics at Work Research Group,  
Alliance Manchester Business School

Helping individuals to develop their creative thinking style starts with exposing the underlying drivers and blockers.

The me<sup>2</sup> psychometric profile is the worlds' most advanced measure of creative drivers. It provides objective measurement based on a database of over 12,000 managers and professionals.



# development report

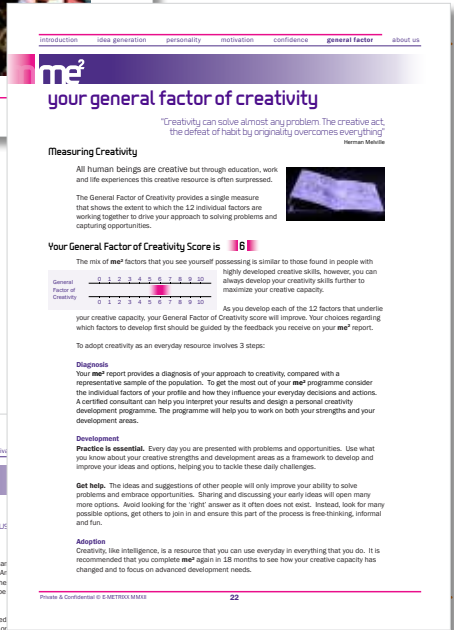
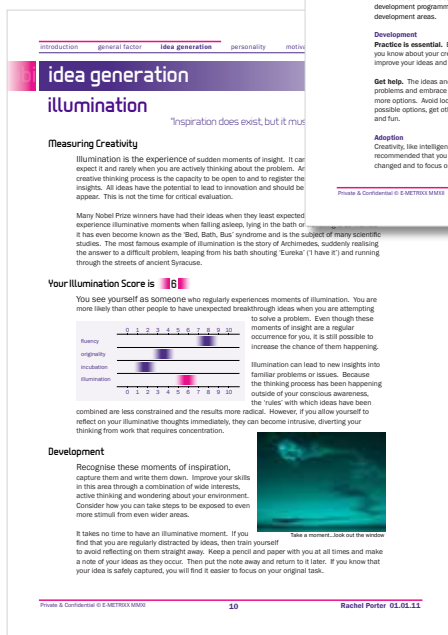


The 23-page Development Report provides participants with a detailed explanation of their creative thinking.

It contains their psychometric profile for 12 critical drivers of their creativity.

Each area is clearly explained in plain English with explanation appropriate to their score.

For each of the 12 individual drivers the report offers development direction appropriate to their scores.



The 12 drivers work together to produce...

1 overall general factor of creativity

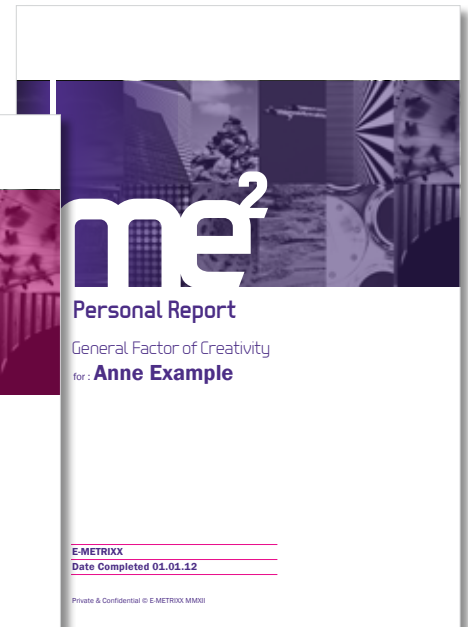
...in the same way that an IQ score measures overall ability.

# personal & profile reports

The 12-page **Personal Report** contains the same psychometric profile and explanation but without the development sections.

Consultants can use this report and design creativity development plans with participants during coaching sessions.

The 4-page **Profile Report** contains the psychometric profile only.



## certification for consultants & coaches

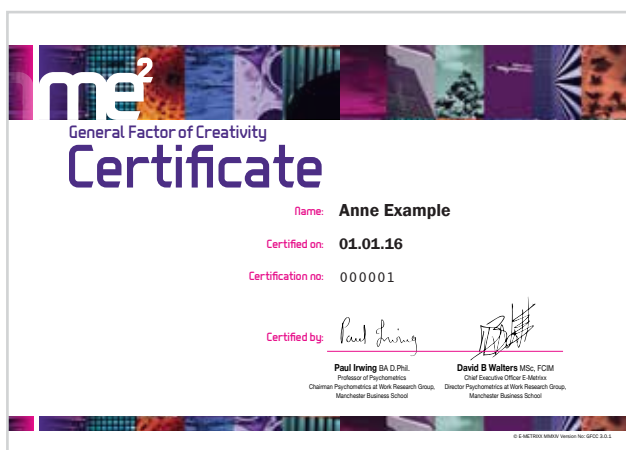
Consultants wishing to use the **me<sup>2</sup>** General Factor of Creativity for development are required to complete the certification course.

The course covers the psychology behind creativity, psychometric interpretation and how to provide feedback to participants.

Once certified, you will be licensed to use **me<sup>2</sup>** and be given access to the **me<sup>2</sup>** administration system and resource centre with all of the support materials required to start training creativity right away.

The course is available online, it takes approximately 4 hours to complete and you will receive your own **me<sup>2</sup>** General Factor of Creativity Development Report as part of the process.

Alternatively, you can go through certification with our trainers either at your offices or at one of our certification days.





# in association with me²



## Cube Creativity Assessment & Training



Telling people how to be creative is easy, it's only being it that's difficult.



**John Cleese on creativity training**

**The Cube Programme** provides a programme appropriate for a wide variety of people at all levels within manufacturing and service organisations, the programme has integrated learning from extensive academic research, with development in partnership with Channel 4 TV and 93 of its commissioning executives.

me² helps Cube deliver a single-minded focus to encourage everyday creative practices at work.

Removing the fear and confusion surrounding creativity at work; all briefings on theory, exercises developing techniques, supervision and practices are continually tested and improved with Cube clients.

### What's in the Cube Creativity Programme

The programme has been designed to provide the maximum benefit with the minimum time away from the day job.

The Programme is delivered in 3 training sessions each lasting 4 hours.

There is a period of 3-4 weeks between each session where participants are guided in developing their personal creativity and working on a corporate challenge.

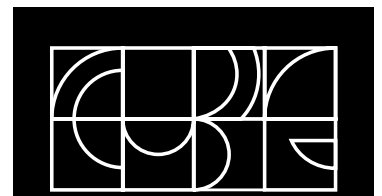


### The Cube programme at a glance

- Energisers and blockers to creativity
- Understanding individuals' creative thinking style
- Personal creativity development planning
- Rules for effective brainstorming
- The Cube Creativity Toolkit
- Facilitated idea generation tools and techniques
- Cube 7 Rules of creativity to use every day

- The 4-stage creative process
- Incubation and creative time management
- Evaluation techniques
- Feasibility testing
- Creative environments
- Developing daily creative practices
- On-going creative development

For information contact [support@e-metrix.com](mailto:support@e-metrix.com)



# prices

Price includes all technical and support materials, unlimited data downloads and access to the Creativity Resource Centre including workbooks, research and case studies.

All registered users can create and manage activities on demand and invite participants to complete **me<sup>2</sup>** via the dedicated secure site [www.me2login.com](http://www.me2login.com).



**CERTIFICATION REQUIRED**

<b>General Factor of Creativity Reports</b> (page 3)	<b>Price per Report</b>
Development Report (23 pages) .....	<b>£56</b>
Personal Report (12 pages) .....	<b>£45</b>
Profile Report (4 pages) .....	<b>£33</b>

<b>General Factor of Creativity Certification</b>	<b>Price per Person</b>
Online certification course .....	<b>£550</b>



**NO CERTIFICATION REQUIRED**

For Certification at your offices or to join a certification course please send your requirement to [info@e-metrix.com](mailto:info@e-metrix.com)

<b>Creative Strengths Indicator Report</b> (page 4)	<b>Price per Report</b>
Recruitment Report .....	<b>£24</b>
Individual & Team Report .....	<b>£34</b>

## personalise your report

**me<sup>2</sup>** can be used in a range of different programmes and with your own personalised branding - just ask for details.



NASA



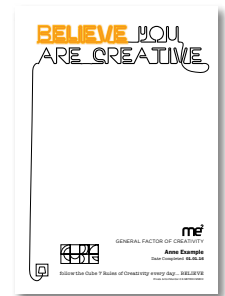
Coca-Cola



Manchester Business School Global MBA



Chartered Institute of Marketing



Cube



# who we work with

A&DC  
 Johnson and Johnson Medical  
 ABP  
 Kameleon Solutions Ltd  
 Accenture  
 LAMBW0514/O  
 Ashridge Business School  
 Lawton Communications Group  
 Attitudes to Change at Work Leading the TAQA Way  
 Aviva  
 Leading to Inspire  
 Bank Of America UK Card Services  
 Manchester Business School  
 BBC  
 Manchester Enterprise Centre  
 BBC HR Direct  
 MBDA  
 Bec Development  
 MBS Influence & Change  
 BUPA  
 MBS Leadership For Success  
 Burton's Foods  
 MCCIM  
 cartercorson  
 NASA  
 Channel 4  
 Northern Rock (Trial)  
 Chartered Institute of Marketing  
 NUBS Research Participant  
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 Virtual Teams Research  
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Psychometrics at Work  
Approved 2011



BPS Registered 2012



International Test  
Commission Member 2011

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