



me²

Creativ ity

Products & Pricing

2015

creativity at work

The need for creativity at work is undisputed and remains unfulfilled:

“Organisations struggle to harness creativity and innovation due to a skills gap – they do not know how to develop and encourage creative thinking.”

PwC Global CEO Survey 2012

“In a highly competitive situation with fast changing circumstances, creativity is so essential a part of management equipment that it can no longer be left to chance or the gifted amateur.”

Edward De Bono Lateral Thinking for Management 1971

me² creative diagnostic tools have been developed specifically to address this need:



General Factor of Creativity
for individual development



Creative Strengths Indicator
for assessment and management



Cube121 is a jump-start creativity training programme that uses **me²** to drive creativity at every level of the organisation. There are two core programmes, one for Leaders & Decision Makers and one for Individuals & Teams.



general factor of creativity



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

“Individuals can be more creative on demand... by understanding and developing their drivers and blockers everybody can add more creativity into their daily work.

me² starts with four dimensions: Idea Generation, Motivation, Personality and Confidence. It breaks these down further into individual drivers such as Curiosity, Incubation and Sharing... areas that can be considered, 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 or delivering more for less at work.

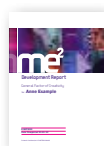
The 12-factors combine together to produce 1 consistent measure for creativity, a general factor that can be compared across age, education and nationality.”

Professor Paul Irwing

Director of Psychometrics

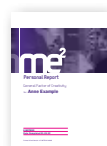
Chairman of the Psychometrics at Work Research Group,
Manchester Business School

me² General Factor of Creativity is available in 3 report formats:



Development Report
(23 pages)

1 page psychometric profile
The psychology of creativity
Measuring creativity for each driver
Individual score and profile for each factor
Development notes and feedback



Personal Report
(12 pages)

1 page psychometric profile
The psychology of creativity
Measuring creativity for each driver
Individual score and profile for each factor



Profile Report
(4 pages)

1 page psychometric profile

Certification

Consultants wishing to use the me² General Factor of Creativity for development are required to complete certification. The certification course is available online and can be completed in approximately 4 hours.

The course covers:

- The psychology of creativity
- Interpretation of participant me² profiles
- Guidance on feedback and development
- How to use the me² system to set-up and manage your me² activities
- Accessing and using the me² Resource Centre

creative strengths indicator



Everybody has the processes to solve problems and take advantage of opportunities, it's the basis of all human endeavour. Without formal development, people rely on natural creative strengths that come as a result of personality and life experiences.

me² Creative Strengths Indicator exposes these natural strengths over 4 critical measures: Overall Creative Strength, the ability to **SEE** problems and opportunities, the ability to **THINK** through potential options and the ability to get on and **DO** something about it.

me² Creative Strengths Indicator is available in 2 report formats:



Recruitment Report



Individual & Team Report

- 1-page recruiter's report
- Group summary report
- 1 personalisable question
- Impression Management scale

- 8-page employee report
- Group summary report
- Team structures for maximum creative output
- Includes guidance on effective creative processes
- Includes guidance on using time effectively for greater creative output

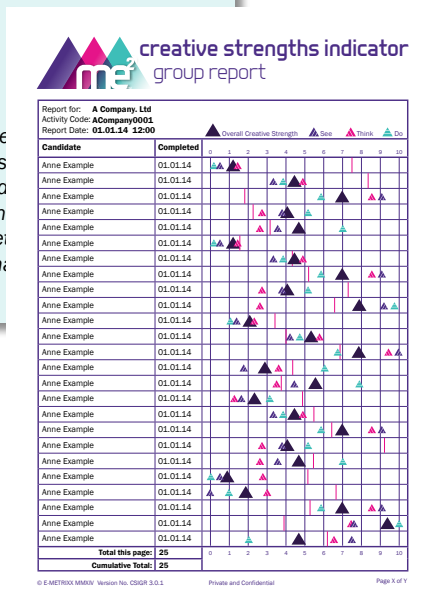
Benchmark Question

When presented with everyday problems and opportunities, what would you say your strengths are: seeing problems and opportunities, working out solutions or delivering with excellence?

You can set your own question relevant to the job role or industry

Candidate Response

Ut nulla. Vivamus bibendum, nulla ut congue ultricies risus, ut rutrum velit tortor vel purus platea dictumst. Duis fermentum, metus sea dui ornare urna, ut imperdiet enim odio digna facilisi. Cras magna ante, bibendum sit amet, ut, justo. Nam tortor sapien, pulvinar nec, ma in, tortor. Nam torperdiecto.



using creative strengths in teams

Teams should be arranged based on their creative strengths and perform best if there is diversity in age, gender, interests, experience and skills.

The matrix below provides insight on how to combine different strengths and create thriving teams to measure effect.

	What	How	Flow
Creative Tasks	<p>The 'What' question is important for identifying new solutions and opportunities.</p> <p>What can...? What if...? What next...?</p> <p>'What' involves looking forward and finding new and better ways.</p> <p>Think big, think wide, think different.</p>	<p>The 'How' question is important for delivering innovation.</p> <p>'How' is about making ideas work and finding new and better ways to do things.</p> <p>There are many difficulties in the innovation process and combining strong creative thinkers with implementers will deliver better crafted solutions.</p> <p>Evaluate, test and prove.</p>	<p>'How' is about unexpected and urgent problems or opportunities that need to be dealt with quickly.</p> <p>Finding and implementing a solution quickly is often more important than finding the perfect solution.</p> <p>Fix it now, capture it or miss out.</p>
Team Structure	<p>See Think</p> <p>Individuals who show strengths in See and Think will be far more free-thinking and will deliver a wider range of creative options if they are allowed to explore problems and opportunities away from the realities of implementation.</p>	<p>Think Do</p> <p>The discipline of driving innovation must work in the real world.</p> <p>A team with combined strengths in Think and Do will offer the most practical, efficient and workable solutions.</p>	<p>See Think Do</p> <p>The most experienced team with the highest Overall Creative Strength has the best chance of delivering quickly and efficiently when problems or opportunities arise unexpectedly.</p>

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cube jump-start creativity at work



Creativity is a practical skill that can be developed and used every day.

The Cube programme has been designed to remove the confusion surrounding creative practices at work, developed in partnership with Channel 4 to encourage everyday creativity at work.

- Cube uses **me²** to identify creative strengths and aid effective team structures
- Cube establishes a common creative language and good practice techniques
- Cube gets participants to start using their core creative drivers from the outset
- Cube builds confidence and a culture ready to embrace creativity at work on a daily basis
- Cube provides a clear understanding of the creative process
- Cube focusses on effective creative practices when working alone, in pairs and in group workshops.

The Cube Training Philosophy

Hands-On

Creativity is a practical skill. Cube is a hands-on programme developed with industries from engineering to media.

Confidence & Understanding

Everyone has the ability to be creative. Cube training provides understanding and techniques to develop this into a skill that can be confidently relied on at work.

24/7/365

Creativity is a mind-set. Once awoken it can be used to develop solutions to tackle problems and opportunities daily.

Decisions

Creativity is what happens before a decision is made. Generating more options and using sound evaluation techniques will lead to better decisions.

Rules

Cube explains and reinforces a clear set of proven creative practices, processes and techniques.

Creative Environments

Cube introduces 4 creative environments: the internal, confidence and curiosity, and the external; the outside world and designated space within the workplace (cube space).

There are 2 core modules, one designed for **Leaders & Decision Makers** and one for **Individuals & Teams**.

me² prices



12 - Factor Model

CERTIFICATION REQUIRED

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 **me²** via the dedicated secure site www.me2login.com.

General Factor of Creativity Reports (page 3)	Price per Report
Development Report (23 pages)	£50/€60/\$80
Personal Report (12 pages)	£40/€48/\$64
Profile Report (4 pages)	£25/€30/\$40

General Factor of Creativity Certification	Price per Person
Online certification course	£490/€588/\$790



8 - Factor Model

NO CERTIFICATION REQUIRED

Creative Strengths Indicator Report (page 4)	Price per Report
Recruitment Report	£20/€24/\$32
Individual & Team Report	£30/€36/\$48



Cube Jump-Start Creativity at Work (page 5)
For a quote on a Cube programme for your organisation or to train as a specialist Cube consultant please provide send a brief outline of your requirements to info@e-metrix.com

personalise your report

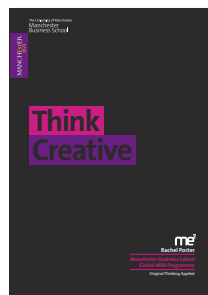
me² can be used in a range of different programmes and with your own personalised branding - just ask for details.



NASA



Coca-Cola



Manchester Business School Global MBA



Chartered Institute of Marketing



Swire (Hong Kong)



numbers & resources

idea generation
personality
motivation
confidence

personality

curiosity
ambiguity

confidence

producing
sharing
implementing

idea generation

fluency
originality
incubation
illumination

motivation

intrinsic
competitive
achievement

General Factor
of Creativity

Questionnaire

96 psychometric items

me² model

12 individual creative drivers

1 general factor of Creativity

Sample size

10,000+

Invariance

Creativity is a human skill and me² shows little variance

- between:
- Age
 - Sex
 - Education
 - Nationality
 - Job role

Scale Reliabilities

Mean $\alpha=0.83$

Factorial Validity

Fit Indices: $\chi^2=14676.3$, $df=2418$, CFI=0.94, RMSEA= 0.046,

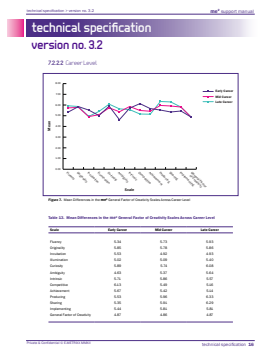
NNFI=0.94

Predicting Creativity

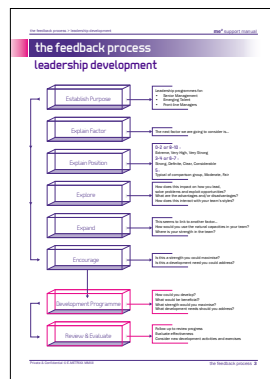
86% of Variance ($\chi^2=2615.9$, $df=1238$, CFI=0.91, RMSEA= 0.064, NNFI=0.90)

resources

The me² General Factor of Creativity is accompanied by an extensive range of support materials.



Technical Specification - A guide in numbers for me²



The Feedback Process - How to provide feedback to teams and individuals in a variety of situations

me² Toolkit - Creativity exercises and handouts

exercise: brainstorming

handout: brainstorming

interpreting me² profiles fluency

Interpreting me² Profiles

- A guide to interpreting profiles for each of the 12 drivers of me²

...Plus much more!



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Commission Member 2011

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