Ideation

People who are especially talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

I am (being) → unaffected by the ambiguity and risk of innovation
I will (doing) → think outside the box
I bring (contribution) → new and fresh perspectives
I need (requirement) → freedom to explore possibilities without restraints or limits
I love (value) → coming up with something brand new
I hate (value) → doing what we have always done
Metaphor/Image → creativity of an artist, blank canvas or page, lump of clay
Barrier Label → impractical

Career Development Tips

- 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 that opportunity?
- Brainstorm all the possible careers that could fit your talents. Check them out online or in an occupational handbook for details, and then picture yourself in each one. Which one fits best? Talk to someone in Career Services to get even more ideas and conduct an Informational Interview with someone in a field of interest.
- 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.

Theme Contrast

<table>
<thead>
<tr>
<th>Ideation</th>
<th>Focus</th>
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<tbody>
<tr>
<td>I open the windows of my mind to increase the possibility of discovery</td>
<td>I close the windows of my mind to decrease the possibility of distraction</td>
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<tr>
<td>A blue-sky approach of creative innovation is the best way to get a competitive advantage</td>
<td>The down-to-earth approach of efficient collaboration is the best way to get a competitive advantage</td>
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General Academic Life Tips

- Take on leadership positions in projects that will allow you to share several ideas and use your creativity. Consider taking the Leadership Minor to develop leadership skills even further.
- 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 will probably 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.
- Look for internship opportunities that can help you use your creativity.

Extracurricular Activities

- Join a group through Student Unions & Activities 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. Consider joining the Center for Writing. 
- 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.