

# Ideation

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



## General Academic Life Tips

- 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.



## 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.



## Career Development Tips

- 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.