



Innovation = Creativity * Risk Taking

www.creatrix.com

The Creatrix Certification Program follows a four-step methodology of Aim, Assess, Activate, and Apply. This easy-to-understand and use model is the foundation for unleashing innovative capacity for change within individuals, teams, and organizations.

Aim: If I say to you, “I want you/your team/your company to be more innovative,” what does that mean? The word innovation by itself has little value unless we can define the purpose and the context for the need to innovate. The Aim step in the process aims to do that!

Assess: Individual, team, and organizational assessment begins with the Creatrix Inventory. Richard E. Byrd, Ph.D., developed the Creatrix Inventory over thirty years ago. Since then it has been used over 80,000 times throughout the world. It was recently renormed in 1996, and again in 2000 by Jacqueline Byrd, Ph.D. This reliable and valid instrument measures an individual’s level of creativity and risk-taking, and ultimately innovative capacity.

Activate: However, just knowing that innovative capacity is a function of creativity and risk taking is not enough. Through our research and experience we’ve identified and isolated the Seven Drivers of Creativity and Risk Taking that influence innovative abilities. Activating these Drivers are what the applications process is all about.

Apply: Our applications program brings the concepts of creativity, risk taking, and innovative capacity to life. Our unique ability to apply the Drivers in real-life situations that actually get results is the key component to accelerating innovative capacity for change in your organization.