Idea Productivity

This worksample measures the ability to generate a large quantity of ideas. Idea Productivity influences the rate of ideas going through your mind at any one time, how you self-manage multiple tasks/projects, and the type of contributions you make to group decisions. It is divergent reasoning.

The following description can help you understand the types of work roles and career fields that often draw on mid-range Idea Productivity, independent of all other dimensions measured by the HAB. It is not intended to suggest a specific job nor is it a comprehensive list of all the career fields in which those with mid-range Idea Productivity are employed.

A person scoring in the mid-range on the Idea Productivity continuum prefers academic or work responsibilities that allow for a mix of focus and generation of new ideas; work environments that do not singularly emphasize either brainstorming or focus.

1. Work roles/careers with environments that are somewhat changeable and not chaotic such as design engineering, some sales, some types of business management, and project management.

2. Opportunities to switch-hit in group discussions between kick-starting a group that is stuck on a single idea and focusing a group that is all over the board.