Creativity
and innovation – breakthrough online assessment

sparks **is the first online assessment to identify those with the potential to innovate and be creative**

Innovation: the Holy Grail of today's organisations

Innovation is seen as a critical factor in gaining competitive advantage, whether it is through improvements to business processes, enhancements to products and services or by entering new markets. However, to innovate requires creativity and the ability to put creative ideas into practical use. Businesses are now looking to identify those with the potential to be creative – and to innovate – in their initial online selection processes.

The challenge of assessing creativity

By its very nature, creativity is hard to measure and pin down. Tests of creativity in the past have focused on problem-solving where a single answer is sought. However, this format seems to go against the concept of creativity as, once a test taker knows the correct answer, creativity is no longer measured, instead the ability to remember the right response! Business scenario problem-solving has also been used to unearth creativity. However, the challenges of ensuring the scenario's use is not compromised through exposure (via the Internet) and this makes it impractical when used online.

Other tests of creativity have been more successful as they have allowed a generation of ideas. However, these also have limitations as they have been dependent on the drawing skills of candidates and require the time-intensive scoring resource of test administrators – again, impractical for online administration.

However, the assessment landscape for creativity has changed.

What makes sparks different?

We have researched what works and what does not when it comes to both assessing creativity and assessing online. We have combined this expertise to create *sparks* – the first online tool capable of identifying creativity during selection in a valid, reliable and practical way.

sparks is the first creativity measurement that works unsupervised and with fullautomated scoring. This short, 15 minutes online assessment can be used as a standalone test or as part of cut-e's Innovation Suite which includes scales lst – an abstract logical thinking test – and cut-e's personality questionnaire – shapes.

Screenshot: example of a sparks test

How sparks works

Presented with an object or shape on-screen, test takers are asked to produce a picture or image by using some or all of a selection of other shapes given. They then provide this created picture with a specific title, before moving on to the next set of shapes. The shapes can be re-sized, re-positioned and rotated and it is a timed test so test takers continue to work through the screens. It is straightforward, delivered online and completed in 15 minutes.

Scoring is immediate and carried out by various artificial intelligence (AI) components that interact with each other and image titles are checked for sense through an AI component interfacing to Google.

What sparks measures

sparks provides the test user with norm-based scores the following three scales:

Fluency	Flexibility	Originality
Addresses issues with determination and works quickly; is able to develop many ideas and alternative solutions to a problem	Adapts to new challenges; does not stop at the first solution, but finds others	Does not let instructions and prerequisites restrict own thinking; follows own convictions; develops fresh ideas; makes uncommon connections

Using sparks alongside other tools to predict innovation

sparks measures creativity. However, creativity alone does not lead to innovation and other factors play a role. Ideas need to be generated (creativity) but the practical, logical application of ideas and the tenacity, initiative and communication skills to implement the ideas lead to 'innovation'. If *sparks* is being used in diagnostic decision-making – such as in selection situations – it is important that it is not used in isolation and other tools from our Innovation Suite are used.

The Innovation Suite combines *sparks* with:

➔ a personality tool (cut-e's *shapes*) and;

➔ a test of abstract, logical thinking (*scales lst*).

With these three instruments together, you are able to obtain a score across all the stages of the innovation process.

Available languages
The system, assessments and reports are available in many languages. Additional languages can be requested.

Available norm groups
We continually update and add to the international and local sets of norm groups.

For more information about creativity tests, please visit:
www.cut-e.com/online-assessment/creativity-test

About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm Aon plc acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

smart. valid. preferred.

cut-e.com

cut/e
an Aon company