



June 22, 2015

## Spotting innovation– new cut-e assessment has Google ‘inside’ to help identify those with creativity

**Innovation is critical to the business success of many organisations. But knowing how creative and innovative someone is, can be hard to assess.**

Leading online assessment provider, cut-e, is delighted to announce the release of its innovative online assessment – *sparks* – which measures and identifies those with creativity as part of initial recruitment or employee assessment.

Dr Achim Preuss, co-founder of cut-e Group comments, “Identifying those capable of innovation has been somewhat of the ‘holy grail’ in assessment – seemingly sought after but unattainable. Attempts in the past to measure innovation or creativity have resulted in tests which require strong drawing skills, an unacceptable amount of time to score simply or may just not be measuring what is thought to be being measured. And yet, we know from our conversations with clients, an easy-to-use, quick and reliable test of innovation would form an essential part of a pre-selection range of tests. But it’s different now. With advances in technology – and having access to the capability of the Google websites – means that assessments of creativity can be more accurate and usable.”

The cut-e development team has been able to develop a valid assessment in which test takers are asked to create designs on-screen by combining different line drawings or objects presented to them. They are then asked to give a title to these created pictures. They are scored both on the number of pictures created and the validity of the titles given – and these are checked via a Google API.

Dr Preuss continues. “We’ve reviewed what it means to innovate and identified the key competencies for successful innovation processes – and we then worked out how best to harness artificial intelligent algorithms in combination with the Google website to deliver a reliable and valid online assessment in this area. Only a few years ago, the technology was not advanced enough to support the kind of test that we have created with *sparks*. We’ve not only tested out the items and their utility within a test, but ensured that the test is highly reliable and stands up to psychometric scrutiny.”

*sparks* is a short, 15 minutes online assessment which 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*.”

For more information about *sparks*, please visit [www.cut-e.com/sparks](http://www.cut-e.com/sparks).

# Press release



smart. valid. preferred.

## About cut-e

cut-e Group is the world leader in the design and implementation of innovative online tests and questionnaires for recruitment, selection and development. We help companies identify people with the right capabilities and cultural fit to deliver optimal business results and over 4 million people each year are assessed using our tools throughout 70 countries and across 40 languages.

Founded in 2002 by Dr Achim Preuss and Andreas Lohff, the company is based in Hamburg, Germany and now has a presence in 27 countries. cut-e counts a large number of leading employers amongst its clients, including Audi, Barclays, Boeing, BP, Burger King, Carlsberg, Colgate, Dell, Lufthansa, Monster.com, Ricoh, Siemens, Starwood Hotels & Resorts and Volkswagen.

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about the science, techniques and  
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