



## The Creative Vitality Profile™

### Background

The Creative Vitality Profile™ investigates seven performance and cultural factors believed necessary for an organization to thrive. It is an online instrument based on an interdisciplinary model of the creative process known as the Reciprocal Model. The instrument may be administered confidentially when circumstances warrant.

### Method

Typically, each member of a peer group of managers or executives completes the questionnaire. The results are aggregated, and their summary is analyzed from these four perspectives: vertical (the organization), lateral (the peer group), internal (the respondents as individuals), and span of control (the respondents' direct reports). The analysis identifies areas of vital weakness and recommends initial strategies for addressing them. The peer group is meant to use the analysis as a springboard by implementing the initial strategies and refining them through exploration and experimentation.

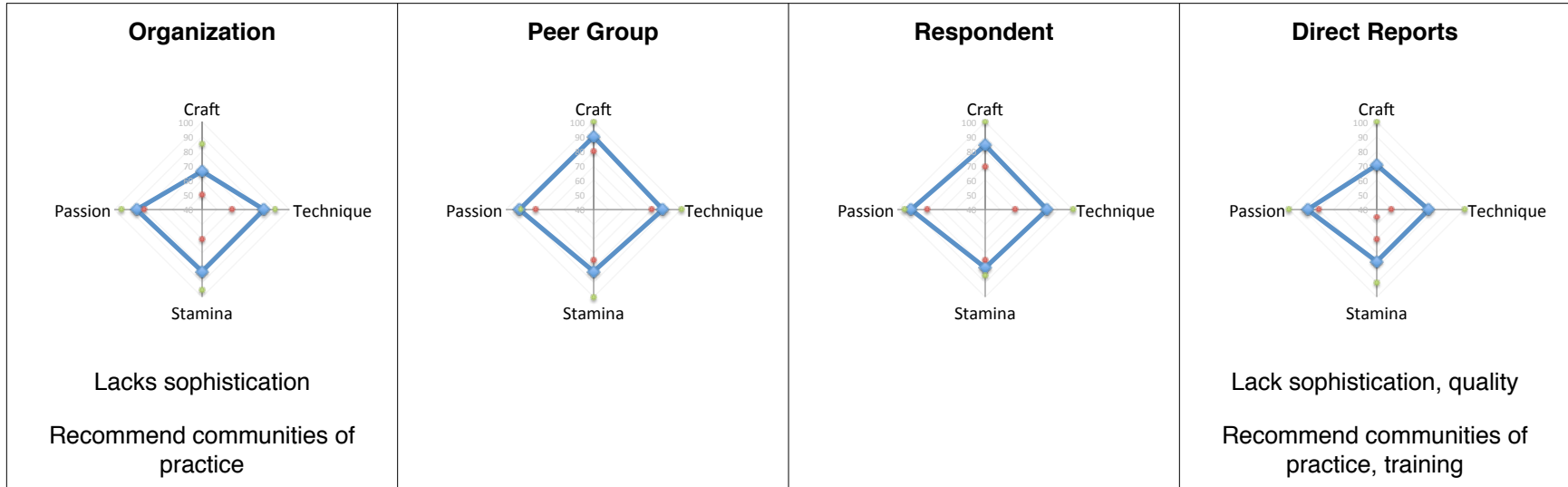
### Terminology

There are seven vitality factors measured by the instrument, four performance-related and three culture-related. The performance factors are: passion, craft, technique, and stamina. The culture factors are: repertoire, flow, and balance. Grounding the vitality profile in the language of the creative arts yields fundamental insights that are often overlooked.

### Presentation of Results

The analysis is presented using radar charts, and pinpoints any factors whose vitality falls below a minimum threshold of viability. For each of those trouble spots, a practical initial strategy for improvement is suggested.

Performance Factors



Cultural Factors

