

van kessel creativity index™



The Creative Index

Measurable creativity -

**A smarter way to measure and
build stronger teams.**

Creative index? What's that?

The Creative Index is a rating system designed to measure (and then enhance) creative performance at both the individual and team levels.

It evaluates how people think, collaborate, and execute creative ideas.

By measuring each person's natural approach to creative vision and execution, we assign the team a Creative Index score.

By analysing creative archetypes and characteristics, we provide actionable insights that improve creative output, team management, and strategic information.

It looks something like this.

Creative Index = Ch / Ar x Po (assessment scored)

What's the business case?

It's simple.

Higher creative alignment leads to faster execution, stronger collaboration, and better innovation.

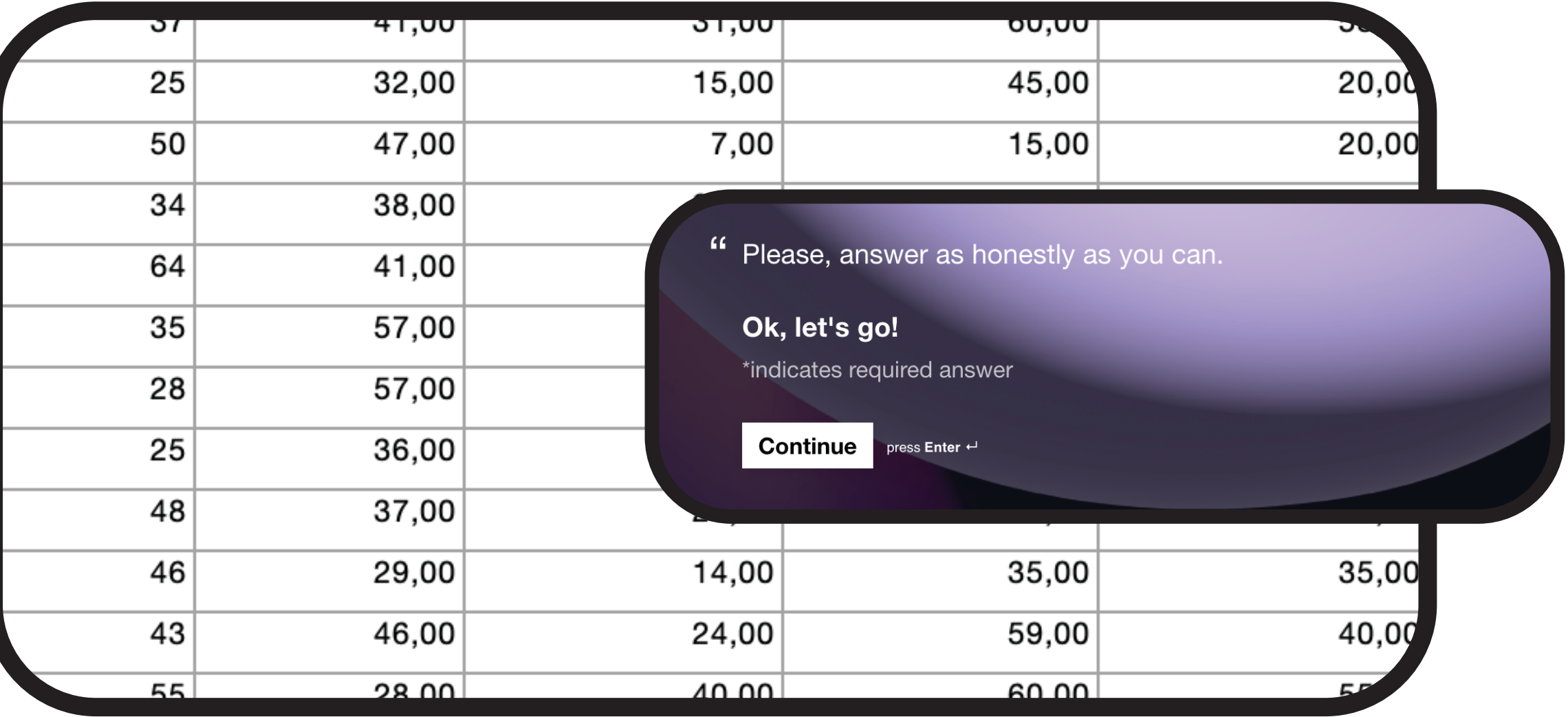
Creativity is problem-solving. Most people lean toward either dreaming or doing, and we help teams close that gap.

Creativity isn't luck. It's a system. We measure it. You use it.

How The Creative Index Process Works

Step 1.

The team or group takes
The Creative Index Assessment



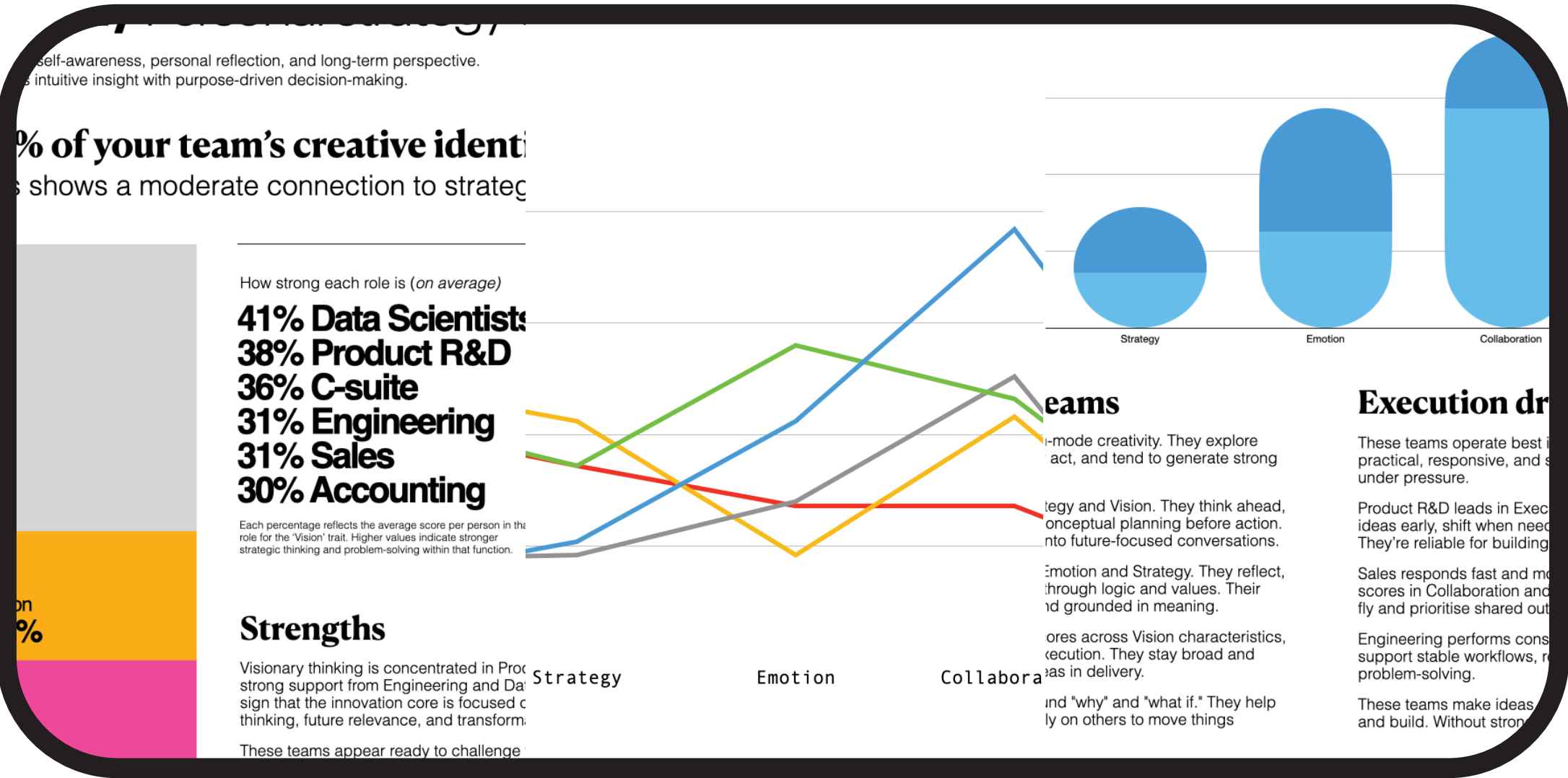
^ This is the data we collect.

Each team member completes a tailored assessment - no preparation required.

The questions are designed to capture natural creative instincts, focusing on how individuals think, solve problems, and collaborate in real work scenarios.

Step 2.

We produce The Creative Index



^ This is the output.

We analyse the numbers and create The Creative Index report.

We send a clear report that maps the team's creative strengths and balance across four archetypes and five core characteristics.

The insights highlight where the team excels, where creative gaps or overlaps exist, and how to align more effectively for better collaboration, innovation, and execution.

Who is this for?

Anyone and everyone who has to solve problems.

Recruiters & Hiring Managers

“Fill creative capability gaps with precision.”

- Combines with the VKCI Recruitment tool for maximum impact
- VKCI identifies the five core Creative Characteristics and shows you how to plug the gaps
- Match candidates to existing team needs, not just job descriptions.

Team Leads & Project Managers

“Assign with intention, not assumption.”

- Align tasks with individual creative strengths (e.g. idea generation, execution, collaboration).
- Improve team output by balancing archetypes and capabilities.
- Use the Index to resolve friction and build adaptive, creative teams.

Organisational Leaders & Strategy Heads

“Bridge the gap between talent and strategy.”

- Map creative potential to organisational goals and innovation pipelines.
- Improve cross-functional collaboration by aligning team composition with execution needs.
- Use the Index for talent realignment and leadership development.

Team Leads & Project Managers

“Grow with creative self-awareness.”

- Get a clear view of your strengths, blind spots, and development areas.
- Set intentional creative problem-solving growth goals.
- Leverage insights to find better-fit roles and unlock personal growth.

What exactly do you get?

We produce a 17 page report with everything we could think of that explains how your team solves problems.

And your team gets their Creative Type digital document.

Creative profile / What are we made of?

Archetype distribution / And what makes us tick?

Characteristics distribution / Lets look under the hood.

Strategy / Logical thought and insight

Vision / Personal strategy & reflection

Emotion / Emotional and social awareness

Collaboration / Approaches to problem-solving

Execution / Implement and create

Culture and Spirit / An ol' fashioned word cloud

The Creative Index / $CI = Ch / Ar \times Po$ (The score)

Creative Characteristic analysis / By the numbers

Creative Characteristics roadmap / Closing the gaps

Next steps to fill the gaps / What are we missing?

What are the goals?

Everyone knows their creative problem-solving strengths

When individuals understand how they generate ideas, solve problems, and collaborate best, they show up with more clarity and confidence.

The Creative Index makes these invisible strengths visible and empowers people to work in ways that feel natural and energising.

Teams are built with purpose, and people are valued for who they are

Great teams aren't just formed randomly. By recognising the different creative roles people play, we move beyond job titles and toward true collaboration.

The Creative Index helps teams form around complementary strengths where every contributor is seen and valued.

Vision, strategy, and execution are treated as distinct and equally important

Problem-solving flows through two modes: Open and Closed.

Open Mode is where vision and strategy live. It is expansive, imaginative, and reflective. This is the space for asking big questions, generating ideas, and exploring possibilities.

Closed Mode is where execution happens. It is focused, structured, and action-oriented. This is where decisions are made, timelines are managed, and results are delivered. Most teams blur these modes or expect one person to handle both at once. The Creative Index helps organisations recognise and respect these different stages of creativity, allowing vision to emerge fully and execution to succeed with clarity.

FAaaQ (Frequently Asked and answered Questions)

Is this just for creatives or designers?

Not at all. Creativity isn't a job title – it's how we solve problems. The Creative Index is just as useful for strategists, product leads, marketers, and even ops teams.

Can everyone on a team have high scores?

Yes! And ideally, they should! The Index isn't about competition; it's about balance and awareness. A high-performing team has creative alignment and diversity of thought.

Will this slow us down or complicate things?

Actually, the opposite. It gives immediate, actionable insights that help you communicate better, execute faster, and collaborate more intentionally.

We already use other team tools (like DISC, MBTI, StrengthsFinder). Why this too?

Those tools look at who someone is - this looks at how they create, think, collaborate, and adapt under pressure. It's a missing layer most tools don't address.

In a nutshell

Sharpen team alignment

Understand how your people think, solve, create and align them more strategically across projects.

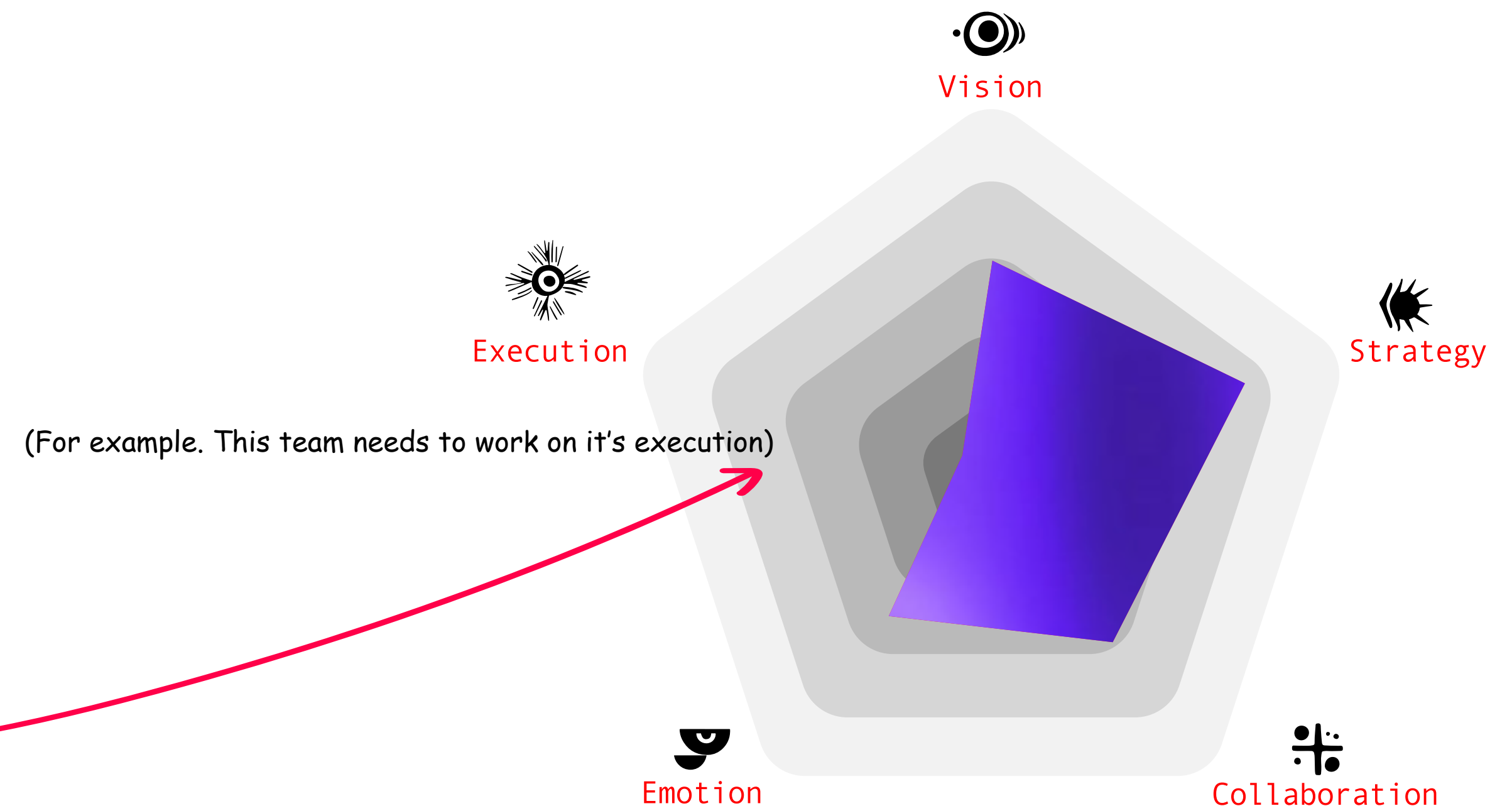
Unlock hidden potential

Identify underutilised strengths and creative gaps that could be holding your team back.

Fill the team gaps with confidence

The insights guide leadership decisions, structure feedback, and visibly show you what you need.

Need to find that person? We have a tool for that!
Try VKCI Recruitment.



Meet the VKCI family.

We know creativity and problem-solving happens everywhere, all the time.
Thats why we have 3 unique assessments (and scoring keys) to meet different needs.

Smarter Hiring Insights



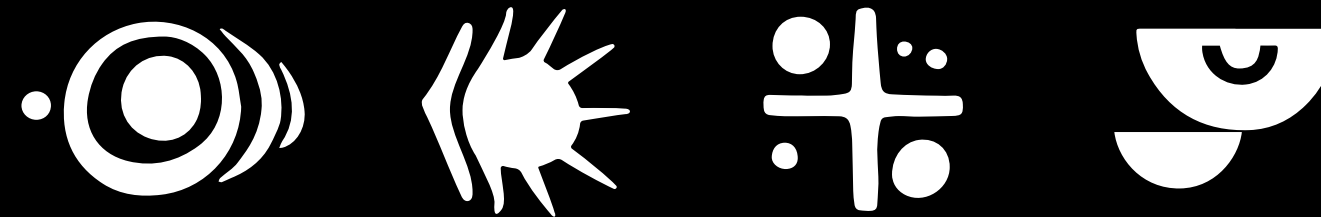
Beyond resumés.

The tool analyses job descriptions and applicant responses to assess which creative type best aligns with the role's requirements.

By understanding how creativity translates into real world problem-solving, we help recruiters identify candidates whose creative strengths match the strategic and cultural needs of the organisation, fostering more innovative and well-rounded teams.

With expanded results sent individually to both the applicant, and the recruiter you both learn what special gifts you bring to the table.

Every great idea starts with you.



The original.

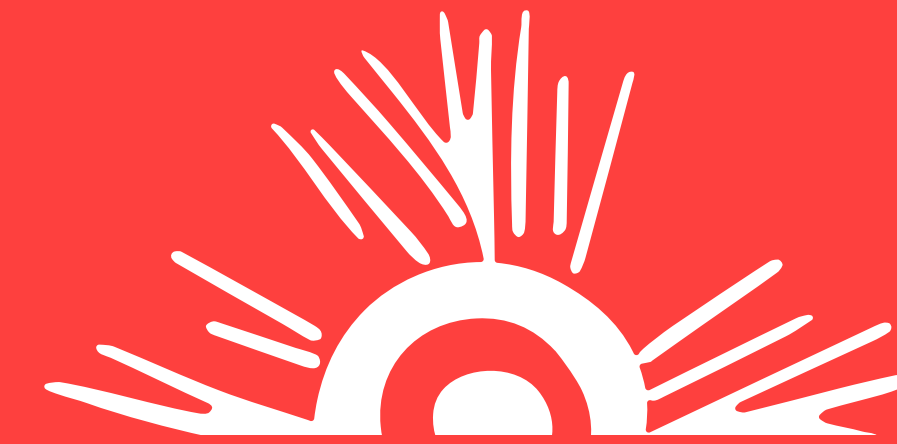
Uncover your unique creative style with 'The Original' VKCI assessment.

Featuring 31 carefully crafted questions, this assessment is designed to identify your core creative strengths.

Your results will reveal which of the four primary creative archetypes, Seeker, Pioneer, Connector, or Composer best reflects your creative problem-solving approach.

This streamlined version offers a focused understanding of your creative style, compared to the broader 10-type framework used in other assessments.

The Creative Index



Measurable creativity.

Creativity isn't just a feeling - it's something you can measure and strengthen. Literally, we can give it a number value.

Our Creative Index (featuring special formula and scoring system) helps you understand your team's unique creative mix - balancing the 5 key aspects of creative problem-solving - vision, strategy, collaboration, emotion, and execution.

By spotting strengths and closing gaps, you'll unlock new ideas, fuel better teamwork, and turn creativity into real results.

It's pretty cool.

Thank you!



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Measurable creativity -

**A smarter way to measure and build
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van
kessel
creativity
index

Every great idea starts with you.



Discover your creative type

Say hello and let's see how we can work together
hello@vankesselcreativityindex.com

vankesselcreativityindex.com