

Composer creative



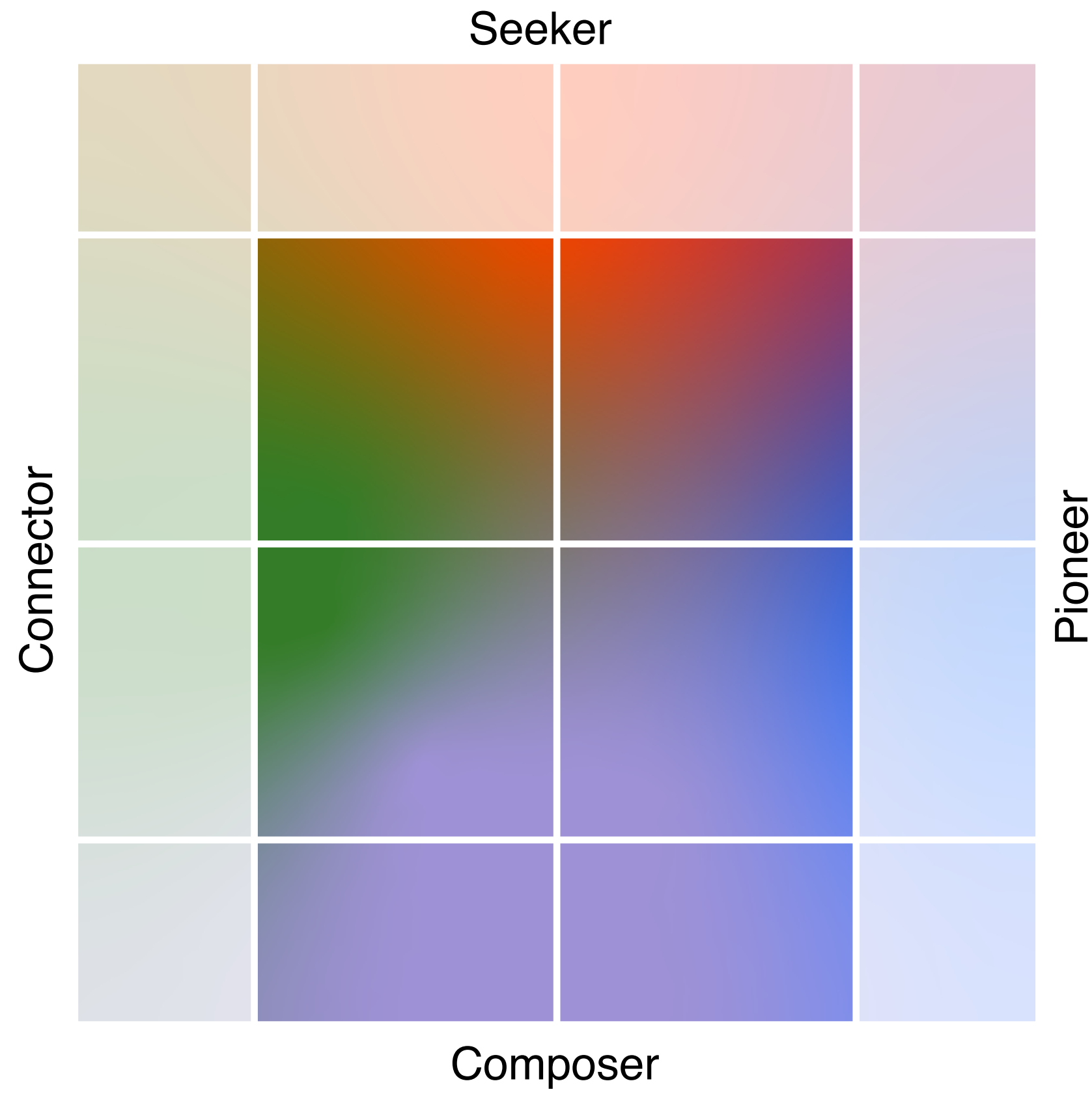
Emotionally driven and artistic

Composers deeply intertwine their emotions with their creative output, using art and expression to communicate feelings.

This type adds a rich emotional layer to creativity, essential in arts, storytelling, and communication, offering a window into the affective side of creative works.

Weaving emotions
and imagination into
vibrant & unforgettable
experiences.





60% Composer
20% Seeker
10% Connector
10% Pioneer

* during testing and compared to other users - people who tested as Seeker fell into this breakdown.
This will get more accurate as more people take it and as we dive deeper.

Composer creatives draw strength from their deep emotional intelligence and ability to communicate complex feelings through creative mediums.

Their artistry is not just a form of expression but a bridge to connect with others on an emotional level. This ability to evoke empathy and create meaningful connections through their work makes them unique. Their emotional depth enriches their creativity, making their contributions profoundly impactful.

Composers collaborate well with all types, though their approach differs from **Seekers**, creating unique opportunities.

Outward communication style

You communicate with vibrant language, using metaphors and imagery to paint a picture with words. You like to emphasise emotions and sensory experiences, ensuring your message resonates on a deeper, more intuitive level. Your outward communication is enthusiastic and engaging, often punctuated with dramatic flair to capture attention and evoke feelings.

Receiving communication

Inwardly, you process information through introspection and emotional reflection. You focus on how things make you feel and how they align with your inner values and artistic vision. You often journal or sketch my thoughts and feelings to understand them better, seeking a deeper connection with my inner world before expressing it outwardly.

What stresses you

You feel stressed when rigid structures confine you or your creative expression is stifled. A lack of emotional connection or understanding from others can be disheartening. Deadlines that don't allow for the ebb and flow of inspiration can also be a source of stress, as can criticism that feels personal rather than constructive.



(Almost) daily habits to grow your creativity

What does it ———— like?



Environment

If you build it, they will come.

Look around a room or space and identify something that's not there but could enhance it. For example, in a quiet room, consider what sound might improve the ambiance or what object could add energy. This will help you get to the root cause of imbalance and improve multisensory connections.

In an environment where feelings and personal insights are welcomed, team members or collaborators will feel safe to discuss not only ideas but also the emotional intentions behind them.

Tune in

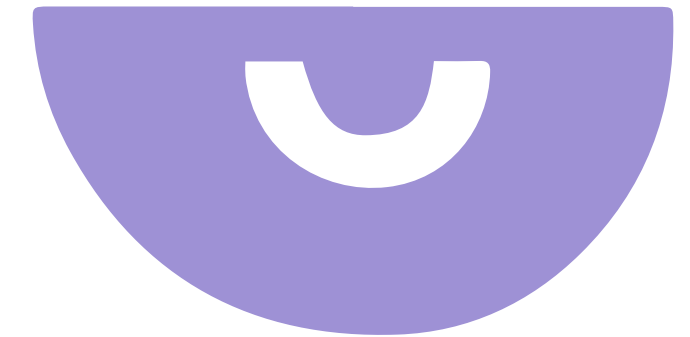
Choose a daily task that is simple and repetitive - washing dishes, brushing your teeth, or waiting in line. These moments are often treated as “in-between” times but hold potential for introspection and inspiration.

Take in your surroundings. What do you see, hear, feel, or smell? Engage your senses.

The warm water running over your hands as you wash dishes.

The rhythm of your footsteps as you walk.

The subtle sounds of people chatting around you.



Ask

What does this moment represent in the larger picture of my day or life?

What metaphors can I draw from this?

Washing dishes might symbolize cleansing old emotions or preparing a clean slate for new experiences.

Walking might represent moving forward in life, one step at a time.

Waiting in line could symbolize the importance of patience or anticipation of something rewarding.

Whats the story?

Structure and poetic expression.

Resonance.

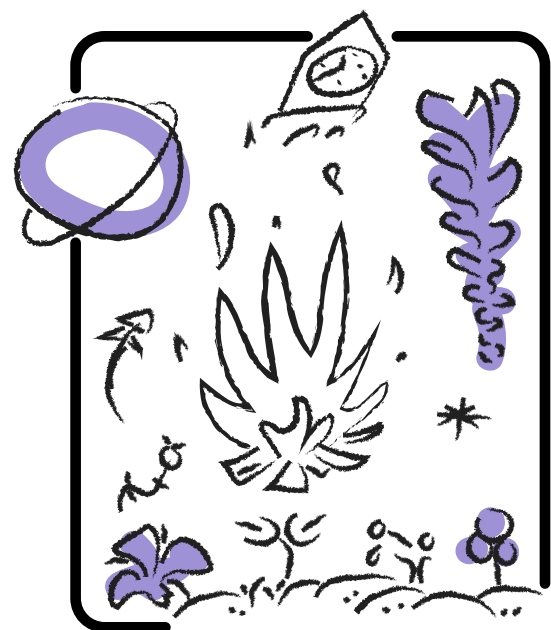
The Resonance Framework allows the Composer's natural ability to shine and communicate with emotional depth and artistic expression.

By immersing the audience in vivid, sensory-rich details, it immediately captures attention and sets a compelling stage. Anchoring the idea to a core emotion creates meaning and ensures the message resonates on a deeply personal level. Relating the concept to shared experiences or universal values builds trust and connection, making the idea more relatable and engaging.

Finally, by evoking action with an inspiring conclusion, it transforms the emotional experience into tangible impact. This method ensures the idea is not just heard but felt and acted upon, leaving a lasting impression.



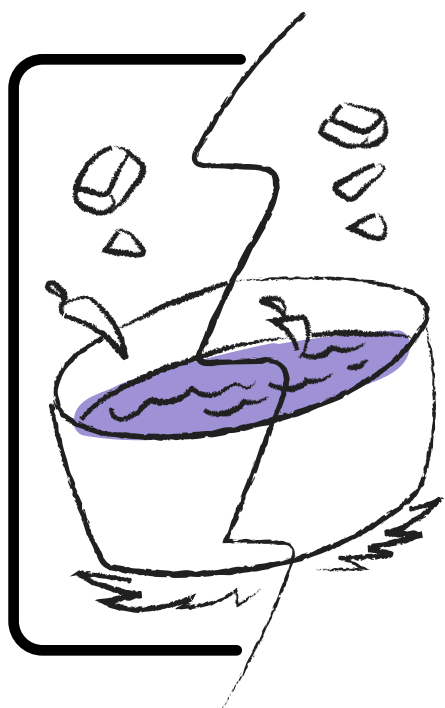
Resonance.



1 Immersion captures attention

Composers excel at creating vivid, sensory-rich descriptions that transport their audience into the heart of an idea. This immediately engages the audience by appealing to their imagination and senses.

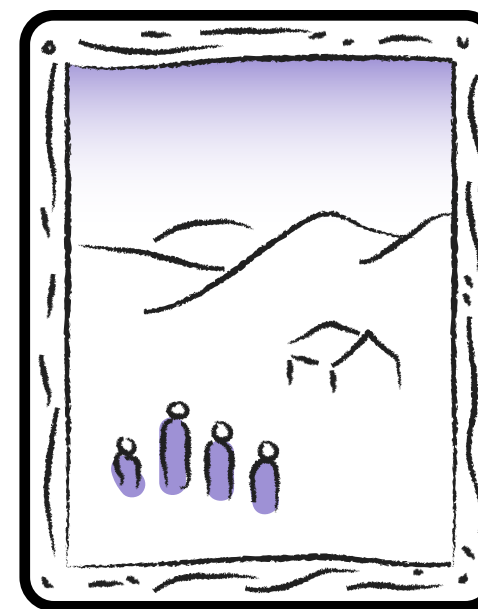
Humans are wired to respond to storytelling and sensory cues. By painting a scene or invoking a feeling, the audience is drawn in emotionally and becomes invested in what's being shared.



3 Relating builds connection

Composers thrive on empathy and connection. By relating the idea to shared experiences or universal emotions, they bridge the gap between their vision and the audience's perspective.

Shared experiences foster trust and understanding. When the audience feels seen or understood, they are more likely to embrace the idea and engage with it.



2 Emotional anchoring creates meaning

At their core, Composers are driven by emotional depth. By identifying and expressing the key emotion or theme of their idea, they provide a foundation that resonates with the audience on

People remember how something made them feel more than specific details. Emotional anchoring makes the idea unforgettable and creates a lasting impression.

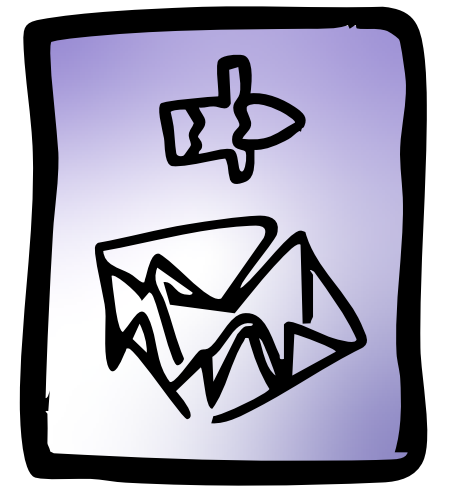
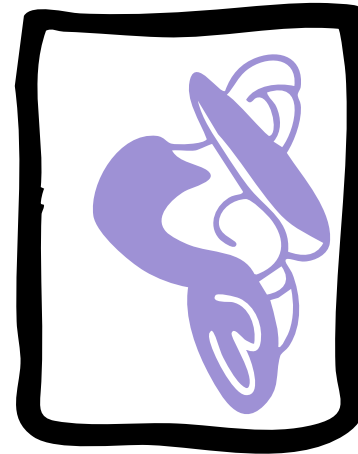
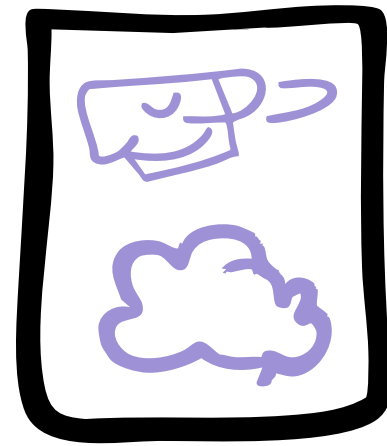
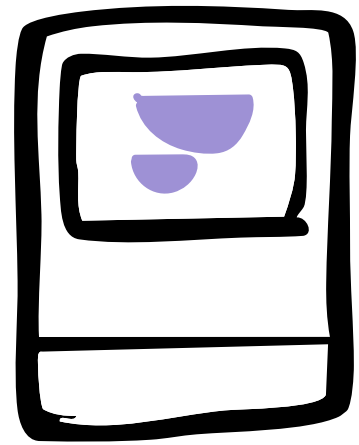


4 Evoke action inspires engagement

The final step transforms emotion into action. Composers inspire their audience by leaving them moved and motivated to participate, reflect, or take the next step.

A strong emotional conclusion with a clear call to action empowers the audience to act, making the idea not just heard but impactful.

Mind the communication gaps. How to tweak it for the audience.



with **Pioneers**

Practical and problem-solving

Tweak

Be clear and solution-oriented. Emphasise practicality, feasibility, and efficiency. Highlight how the idea solves a specific problem or achieves tangible results.

Original phrasing

"This idea brings emotional depth to our project"

Adjustment for Pioneers

"This idea refines our idea, offering a practical way to connect emotionally with our audience while ensuring a measurable impact."

with **Connectors**

Focus the collaboration and reducing friction points

Tweak

Emphasise teamwork, inclusivity, and shared goals. Frame ideas as opportunities for collective contribution and input. Highlight the importance of diverse perspectives and harmony.

Original phrasing

"This idea brings emotional depth to our project."

Adjustment for Connectors

"This idea invites us all to contribute, weaving our unique strengths into a shared story that resonates emotionally and brings us closer as a team."

with **Seekers**

Visionary and big-picture thinker

Tweak

Focus on the future possibilities. Use inspiring and evocative language that paints a vivid picture. Encourage brainstorming and exploration of unconventional ideas.

Original phrasing

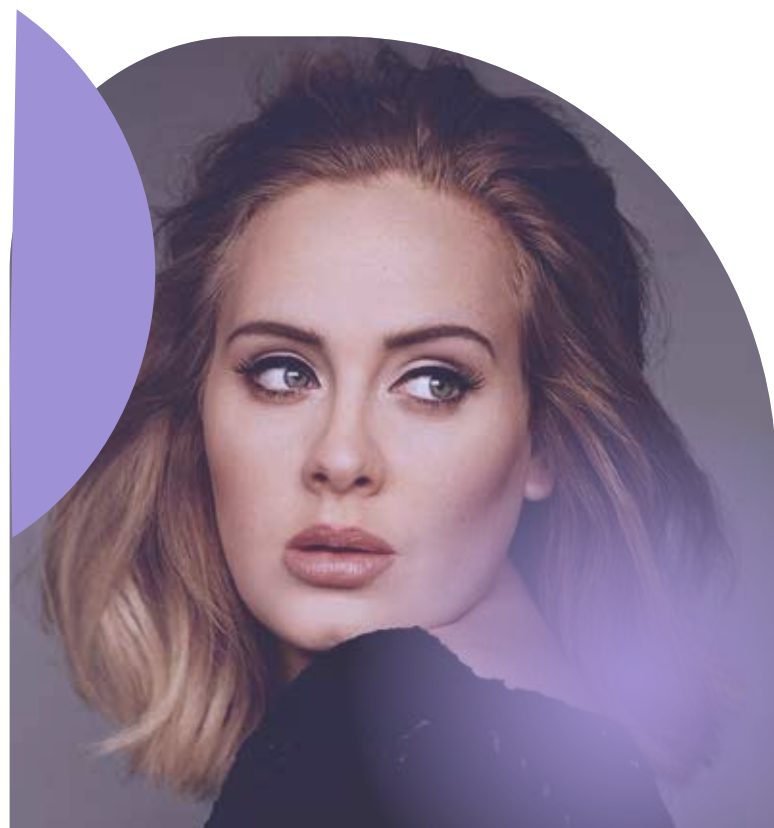
"This idea brings emotional depth to our project."

Adjustment for Seekers

"Imagine how this idea could transform our future, creating a world where every story resonates deeply."

Like-minded

Who else can feel like you.



Adele

A widely loved singer-songwriter who pours raw emotion into her music, creating deeply resonant songs that connect with audiences on an emotional level.



Vincent van Gogh

An intensely personal, and his use of color and brushstrokes expressed deep emotion. His works are a testament to his ability to convey internal struggles and beauty, making him a quintessential Composer.



Frida Kahlo

An artist whose work was a deep expression of her emotions and personal struggles, using creativity as a means of self-expression.

For Linkedin & Resume

Paste these into your profiles, it may give it a little pep.

The Resume

Assessed as a Composer creative according to the Van Kessel Creativity Index.

Key attributes include Creative Storyteller
I Emotional Intelligence Expert
I Artistic Communicator

Emotionally driven creative with a deep capacity to communicate complex feelings through art forms. Specialized in crafting emotionally resonant narratives and visual storytelling that elicits impactful connection with audiences. Known for bringing depth, active empathy, and bold imagination to projects that elevate brand messaging, marketing campaigns, and creative productions. Skilled at crafting impactful emotionally rich content that resonates with diverse audiences.

For Linkedin

Assessed as a Composer creative according to the Van Kessel Creativity Index.

Key attributes include Creative Storyteller
I Emotional Intelligence Expert
I Artistic Communicator

The emotional and artistic, I bring complexity and empathy to creative teams and projects. I excel in storytelling-create emotionally resonant experiences that deliver impact and connect audiences on a deeper level. It is my ability to translate complex emotions into vivid, impactful work that makes me a key contributor for projects requiring an emotional touch.



Thank you!



I took the
Van Kessel Creativity Index
assessment and all
I got was *half the insights.

**The other half are in the paid versions.*

Every great idea starts with you.



Say "Hi!" to us at hello@vankesselcreativityindex.com