

Seeker creative



Imaginative and Forward-Thinking

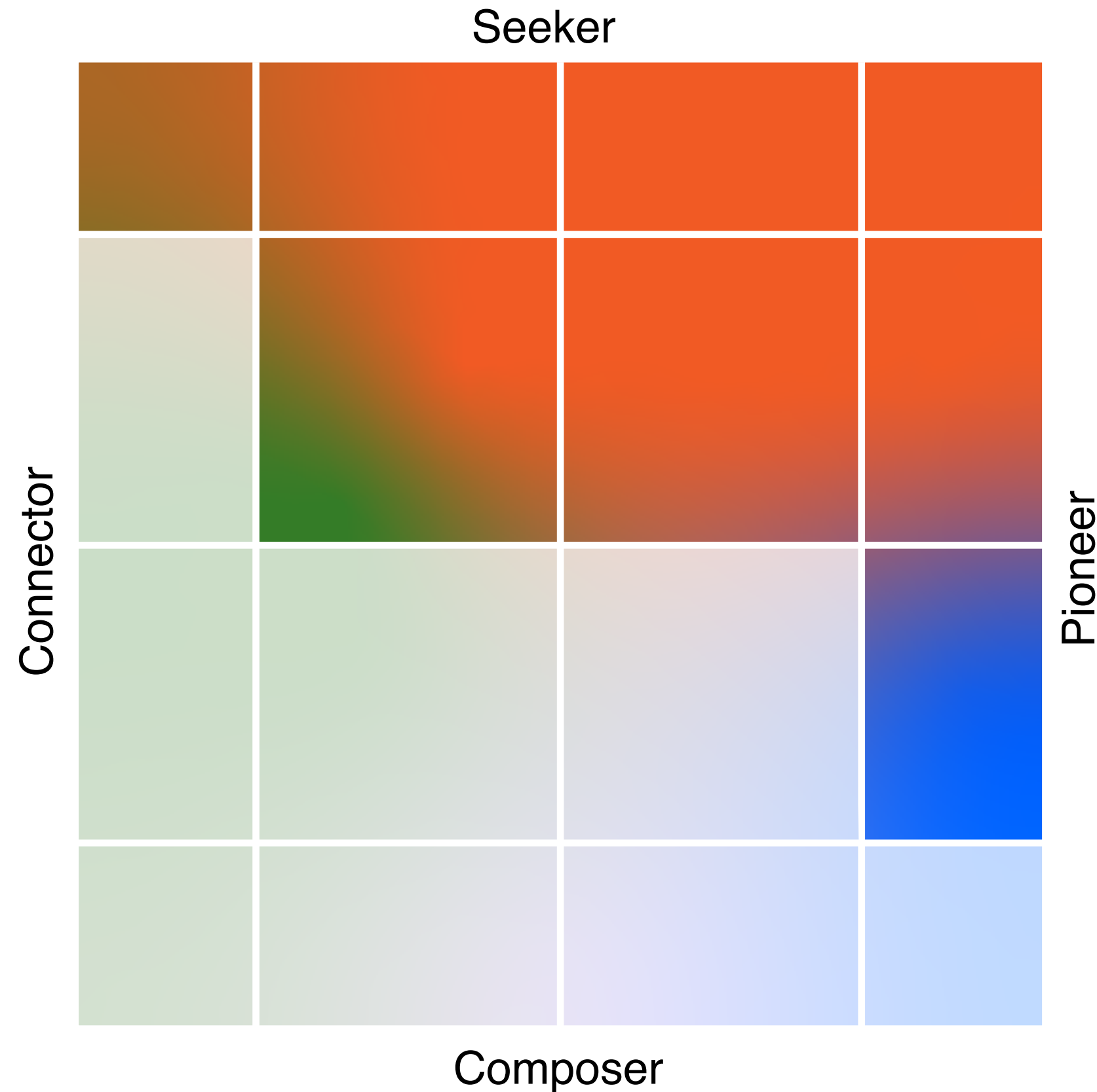


Seeker creatives stand out for their knack for spotting possibilities that might escape others.

Armed with a vivid imagination and an eye on the future, they're always on the hunt for the next big thing, making them crucial for driving innovation and progress across various domains.

Exceptional foresight,
creativity, and ability
to inspire others with
their vision.





* 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.

Seeker creatives can peer into the future, envisioning what might be possible beyond the current reality. Their strengths lie in their exceptional foresight, creativity, and ability to inspire others with their vision.

They are not afraid to take risks or challenge the status quo, making them natural leaders in innovation. Their greatest asset is their capacity to dream big and think differently, enabling them to initiate change and inspire progress in any endeavour they undertake.

Seekers tend to work well with all types, especially **Connectors** and **Pioneers**.

Outward communication style

As a Seeker creative, you communicate with enthusiasm and a focus on the big picture. You use evocative and imaginative language to paint a vivid picture of potential outcomes. Your style is optimistic and forward-thinking, aiming to inspire and motivate. You often use metaphors and analogies to connect ideas and highlight the interconnectedness of concepts.

Receiving communication

When receiving communication, you appreciate clarity and openness about your vision and goals. Share your ideas and dreams with as much detail and passion as possible. You're most effective when you can see your creative aspirations' full scope and understand their emotional drivers. Be bold and expansive in your descriptions, and don't hesitate to dream big.

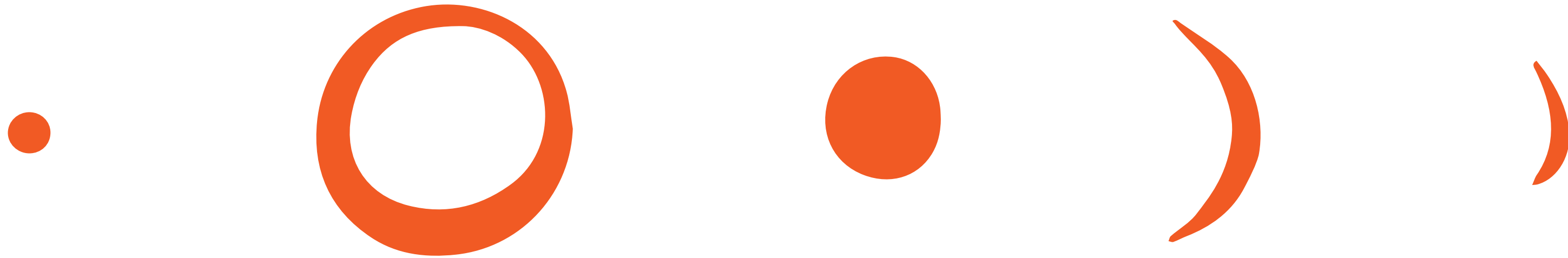
What stresses you

As a Seeker creative, you can get stressed by overly detailed minutiae and rigid, step-by-step plans that stifle creativity. Constraints that limit brainstorming or dismissive attitudes towards ambitious ideas can be challenging. You thrive on expansive thinking and can be stressed by environments that are too risk-averse or focused solely on practicality.



(Almost) daily habits to grow your creativity

Work out those idea muscles and feel them grow



Visualise

Can you imagine it? You can do it.

Set aside time to visualise your long-term goals. Picture the results and experiences these goals will bring, then note down a few practical steps to move toward them. Visualisation maintains motivation and helps keep ideas tangible.

Mental imagery is important; studies have shown that when athletes use visualisation techniques to picture their actions, it can greatly improve their physical performance.

Explore

Become a sponge.

Dedicate time weekly to learn about trends in your industry or interests. This gives your forward-thinking mind fresh material, broadens your perspective, and often inspires innovative ideas to integrate into your work.

Join or organise sessions purely for exploring “what if” scenarios. Setting aside time solely for expansive thinking keeps your creativity sharp and uncovers insights that might later become actionable.

Expand

Get the idea of your head and into others.

Start or end each day with questions like “What if we could...” or “Imagine if...” to generate ideas, avoid limiting beliefs, and inspire others around you to look beyond present-day challenges.

Collaborate with someone who can help ground your ideas, like a Pioneer or Connector. Your big-picture thinking can be inspiring for the team, but pairing it with practical planning will help bring your ideas to life.

Frame the future.

Dream it, connect it, action it.

Vision cascade

Can you imagine it? You can explain it.

This helps you Seekers by highlighting your visionary nature.

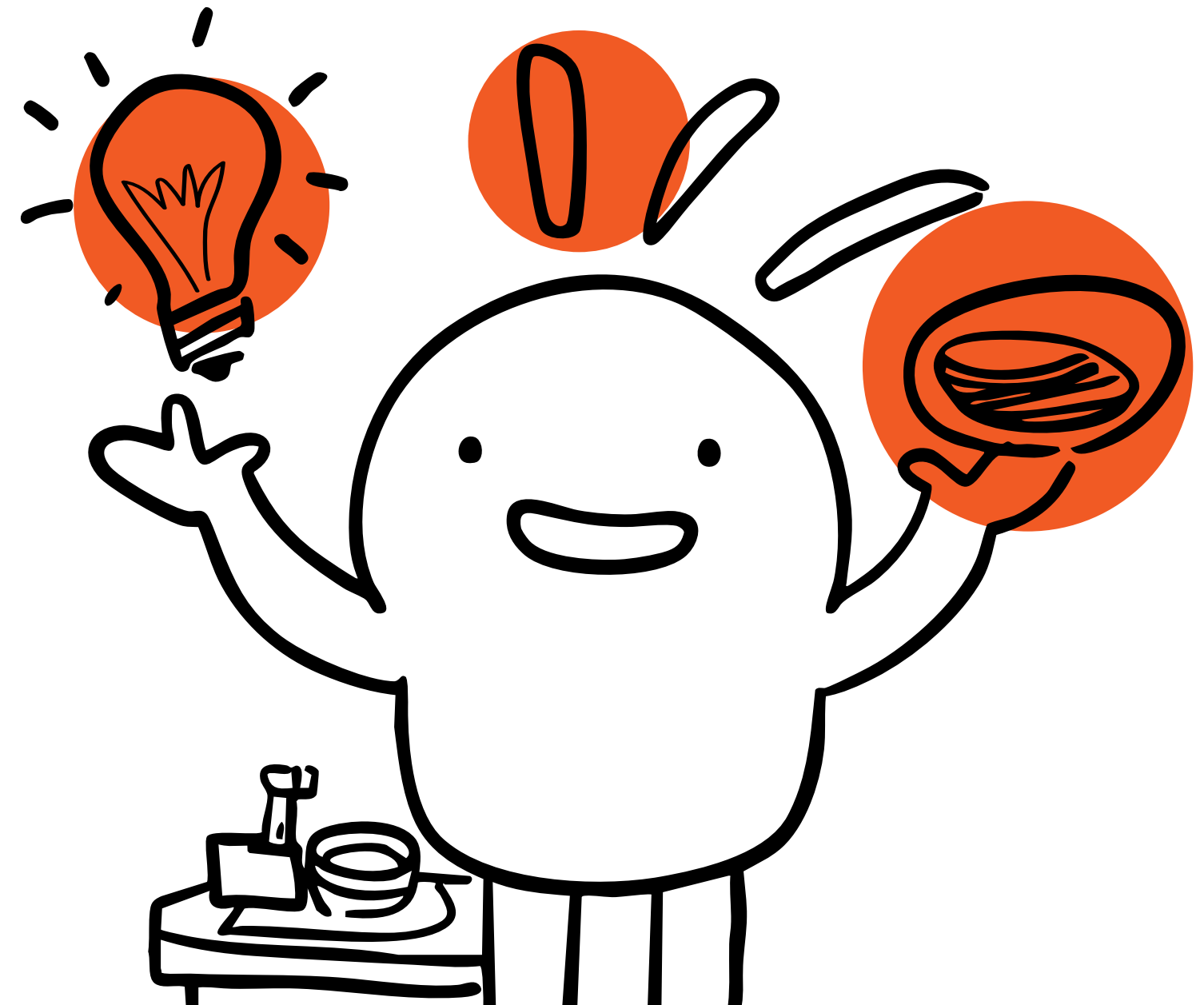
It lets you to showcase bold ideas that inspire others. Channeling their enthusiasm into a collective momentum, energising their audience and motivating action.

By encouraging diverse perspectives, we can build collaboration and a shared vision, enabling Seekers to refine their vision while maintaining direction.

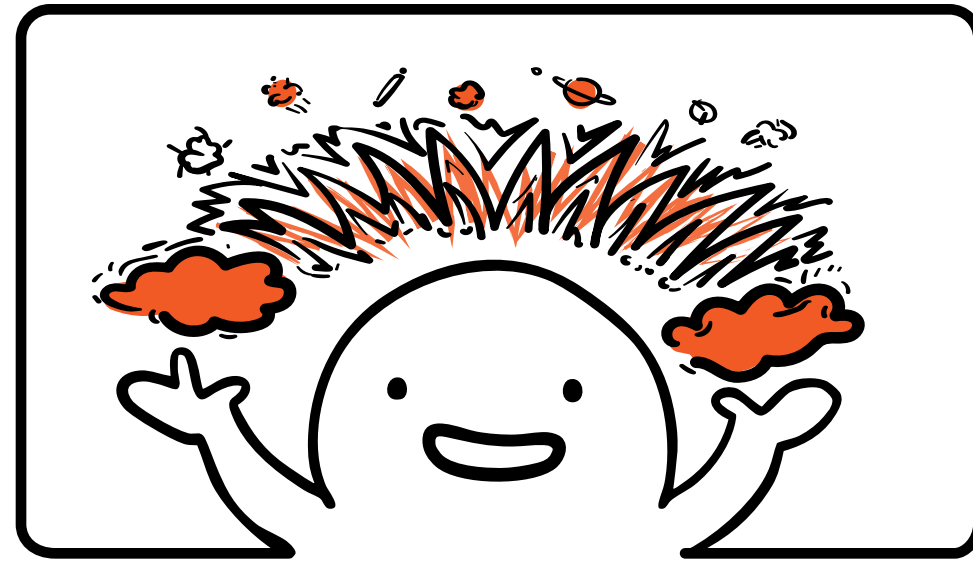
Combine the expansive thinking with practical steps, making the ideas both aspirational and achievable.

It is important to be able to describe the new idea to yourself. If it makes sense to you and you can speak about it passionately, you'll have a much greater impact on your audience.

See the next page for how to do it.



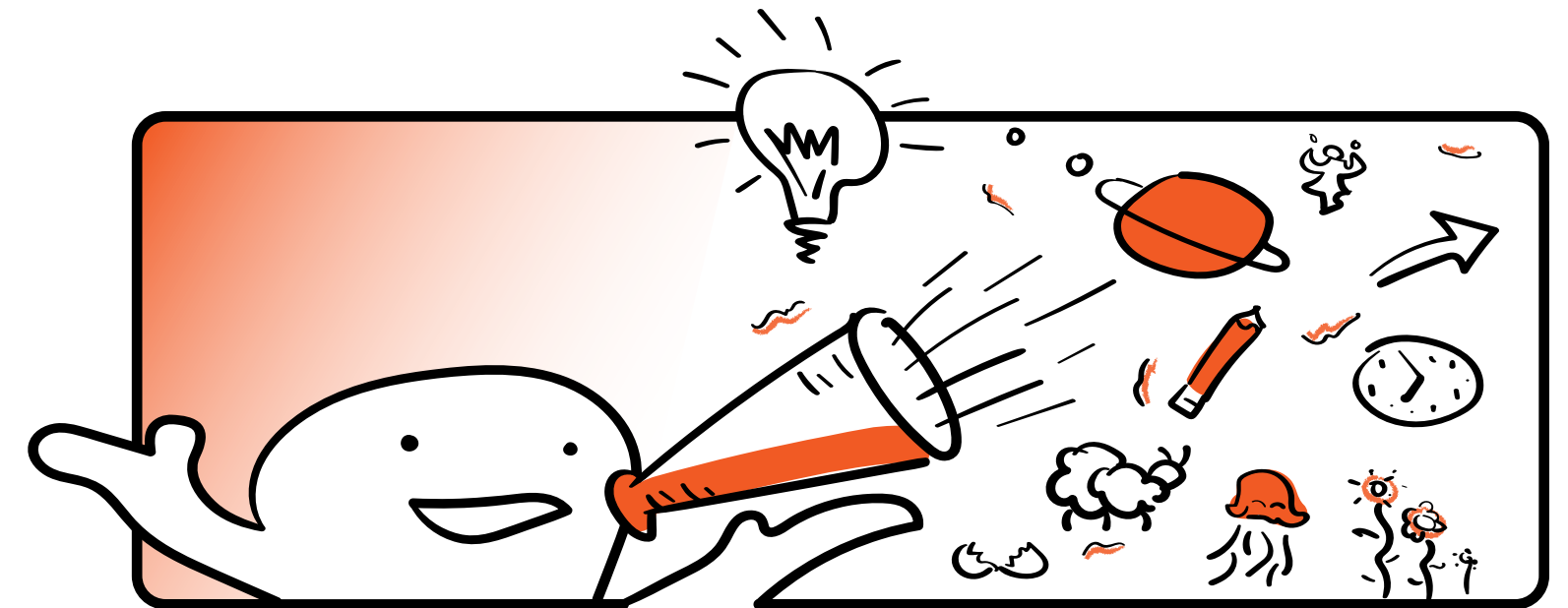
Vision cascade



1 Start with the dream
Open with an imaginative or bold statement to capture attention.
"What if we could *[bold statement about the idea]*
to *[create change, improve or invent]*."

2 Define the impact
Show how the idea addresses a problem and creates an opportunity.
"This shift could *[describe the problem being addressed]*
while *[highlight the opportunity or benefit it creates]*."

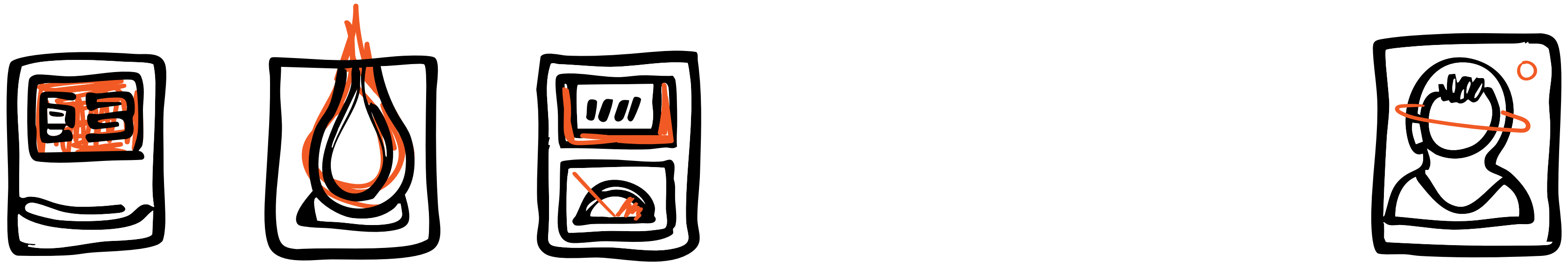
3 Connect the dots
How your idea links to current trends, resources or goals.
"By *[specific action, resource or trend]*
we can *[explain how the idea becomes practical]*."



4 Invite collaboration
Inspire others to contribute by framing the idea as part of a larger vision.
"Together we can *[highlight shared goal or vision]*
what can you *[contribute or bring to the idea]*?"

5 Call to action
Finish with a challenge or thought provoking question.
"How might we *[challenge or action to advance the idea]*
and *[describe the greater impact or change]*."

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



with Pioneers

Focus practicality and problem-solving

The tweak

Ground your big ideas in real-world application. Emphasise the "how" alongside the "why."

Example

"Imagine a future (How) - where sustainable energy powers every home. By (Why) - developing these technologies, we can create systems that are both efficient and scalable."

with Connectors

Focus the collaboration and reducing friction points

The tweak

Highlight teamwork and how others can contribute. Use phrases that inspire group involvement.

Example

"Picture a future where communities design their public spaces together. How can we combine everyone's input to create something truly special?"

with Composers

Focus on the emotional and meaning.

The tweak

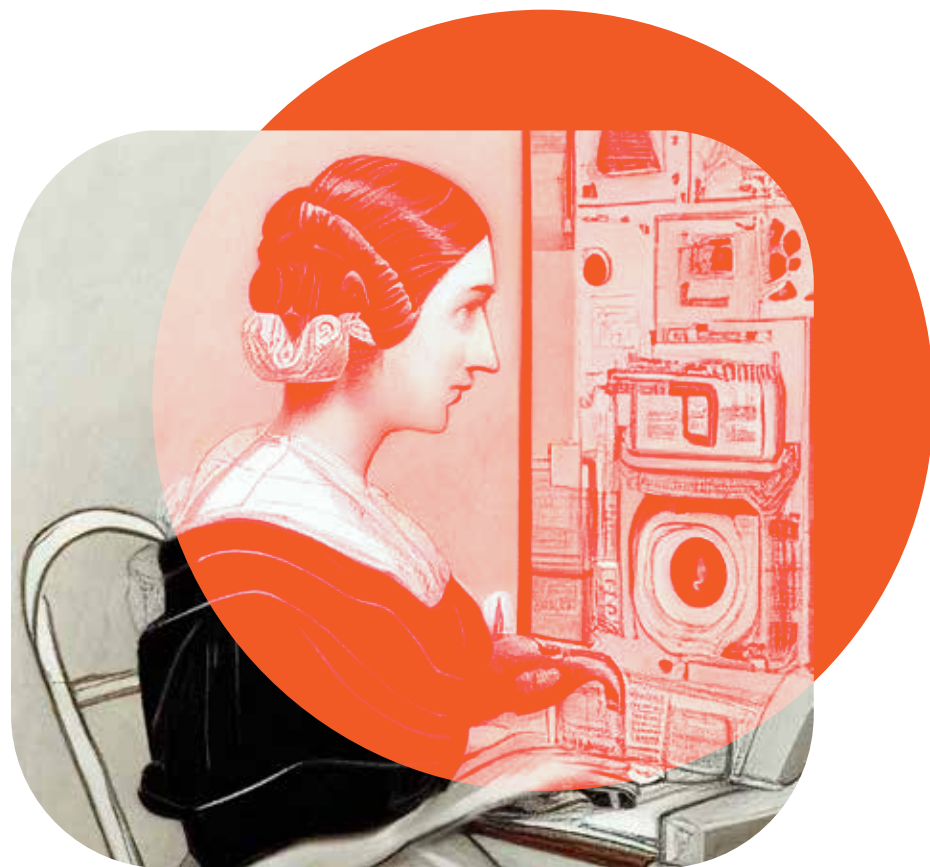
Add sensory details and emotional context to your vision. Use language that creates feelings.

Example

"Imagine a world where every story is told through immersive art, connecting people on a deeply emotional level. What would it feel like to bring this vision to life?"

Like-minded

That unique brain of yours has some good companions.



Ada Lovelace

Known as the world's first computer programmer, Ada Lovelace had the vision to see beyond the early mechanical computing devices, imagining their potential to revolutionize society.



Galileo Galilei

A revolutionary thinker who challenged conventional views. Envisioned a heliocentric system. Everyone else was still harping on around a Earth centric system - shunned in his time but proved 100% right later. Until flatearthers came back.



Moana (from Moana)

A seeker of new horizons, Moana embodies the spirit of adventure and vision, always searching for what's beyond the horizon.

For Linkedin & Resume



The Resume

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

Key attributes include Strategic Thinker | Collaborative Innovator | Vision-Oriented Team Player

Recognised for bringing fresh ideas and long-term vision to projects, with a focus on exploring new possibilities and guiding teams towards innovative solutions. Strong ability to collaborate with diverse team members, fostering an environment that encourages creative thinking and shared progress. Adept at turning big-picture ideas into actionable strategies, while remaining open to feedback and team contributions throughout the process. Known for motivating others and driving progress through creativity and strategic foresight.

For Linkedin

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

Key attributes include Strategic Thinker | Collaborative Innovator | Vision-Oriented Team Player

I thrive as a Seeker Creative, always looking ahead for new opportunities and possibilities. I enjoy working closely with teams to develop forward-thinking strategies that challenge the status quo, while staying grounded in collaboration and shared success. My focus is on helping the team envision the future and take practical steps to bring those ideas to life, always valuing input and diverse perspectives along the way.

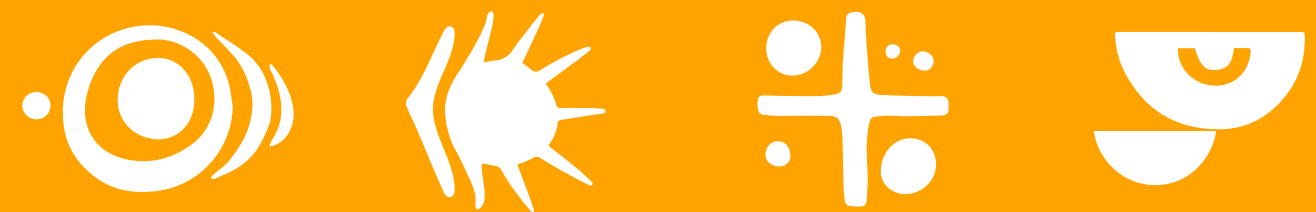
Thank you!



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