Anatomy of the NEW Creative Mind

With consumer behavior evolving toward a more empowered status—the definition of creativity has shifted from one-dimensional skills to a four-dimensional type of creativity that blends logical thinking with creative problem solving. Individuals possessing this “New Creative Mindset” blend Analytical, Expressive, Curious and Sensual qualities into their thinking process. **The result is a holistic approach to creativity that is effective across multiple touchpoints and experiences.**

**Analytical**
This part of the creative mind craves data, structure and organization. The analytical portion dissects research input and looks for patterns that point to basic human needs and behaviors.

**Curious**
The curious portion tends to ask “why”—more than once. This part is willing to try and experience anything if it means gaining a better understanding of the problem—it thrives on observation and immersion.

**Expressive**
The expressive side desires to tell stories and narratives in compelling fashion. This portion seeks to attract, engage and captivate an audience.

**Sensual**
The sensual side seeks to satisfy all the senses. Aesthetics, beauty and form are driving forces behind the sensual.