

## *Using Your Strengths to Achieve Success: Ideation*

You are fascinated by ideas and are able to find connections between seemingly disparate phenomena. Your talent is valuable because it enables you to look for new connections and generate new insights when things don't make sense. You are able to help others see their world from a new point of view.



## CAREER SERVICES

### Applying to Academics

#### General Academic Life

- Take on leadership positions in projects that will allow you to share several ideas and use your creativity.
- Take on an independent research project in which you can generate and explore numerous ideas.
- Work with a professor in developing a research project, and contribute your creative abilities. You probably will have many ideas to offer.

#### Study Techniques

- As you read an idea, use it as a stimulus for your own further thought and creativity.
- As you study, think of different concepts, and invent new ways to present the materials in writing or in graphics. This will invigorate your mind as well as the minds of others.
- Allow yourself ample time for thinking. If you rush through a reading assignment, you are less likely to be engaged with it.

#### Relationships

- Surround yourself with friends who are responsive to listening as well as probing you about your ideas.
- Choose a mentor who has the courage to support you in your ideas and who will also challenge you to explore them even further.

#### Extracurricular Activities

- Involve yourself in a project that allows you to use your creative talents, such as general writing, news magazines, newspapers, journals, graphics, or painting.

#### Applying to Major/Career Path

- Consider careers in which creativity seems to be important. Talk to strategic planners, consultants, market researchers, designers, or people in advertising to find out what they enjoy most about their work.

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## CAREER SERVICES

### Apply to Job Search

#### In the Job Search

- Your ideation helps you find the resources that you need for the job search. You are good at imagining various ways to reach your long-term goals. You use your creativity to help you stand out from other candidates and in finding hidden job opportunities.
- Search for careers that provide the freedom to express your ideas and creativity. A career with a rigid structure may be too constricting. Look for the working environment where your ideas will be valued.
- Tips: Picture yourself in five years and create your own path by asking yourself “What are you doing now?” and “How can you create new opportunities?”
- In the job interviews you bring high energy and fresh answers to questions about how you would contribute to the company more than other candidates.
- Tips: Finish your thoughts and ideas before communicating them. Employers might not be able to “connect the dots” of an interesting but incomplete idea. You could benefit from brainstorming in mock interviews to fully develop some of your ideas.

### Apply to Careers

#### In the New Position

- Your ideation will enable you to think of many different ways to execute a plan, achieve a goal, or present an idea.
- Remember conscientiously choose a means by which to accomplish these tasks, and then follow through. Don't just spend all of your time in the imagining and planning stages.

#### In the Interview

- You can highlight your ingenuity, resourcefulness, and motivation to learn new principles and concepts.