

## CQ7 - Creative Ability Test

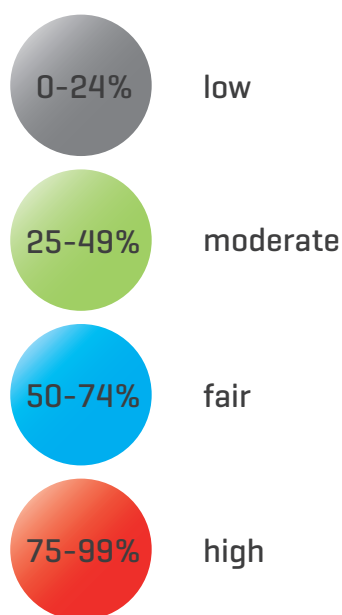
Michaela Lakova and Nicole Hametner

### Artist statement

In the field of entertainment the production is often outsourced to cheap labour, whereas the creative part of the designer is honored. While reflecting on mechanism of the creative industry, two sides emerged with a strong ambiguity. This is why we want to question the definition of the creative part on the one hand and the role of the worker on the other hand.

An interactive video installation provides a survey where the spectator can run through 13 questions with 4 proposed answers. As foundation serve different examples of job interviews for companies in the creative industry. The result expresses in percentage to what extend the respondent fits into the profile of either the creative or the worker. He then receives his test result as a badge to present afterwards in the exhibition space, with the aim to initiate a discussion about his achieved level and to reflect about the meaning of the two categories, where they distinguish from each other and where they might at the end not differ at all.

#### LEVEL OF CREATIVITY



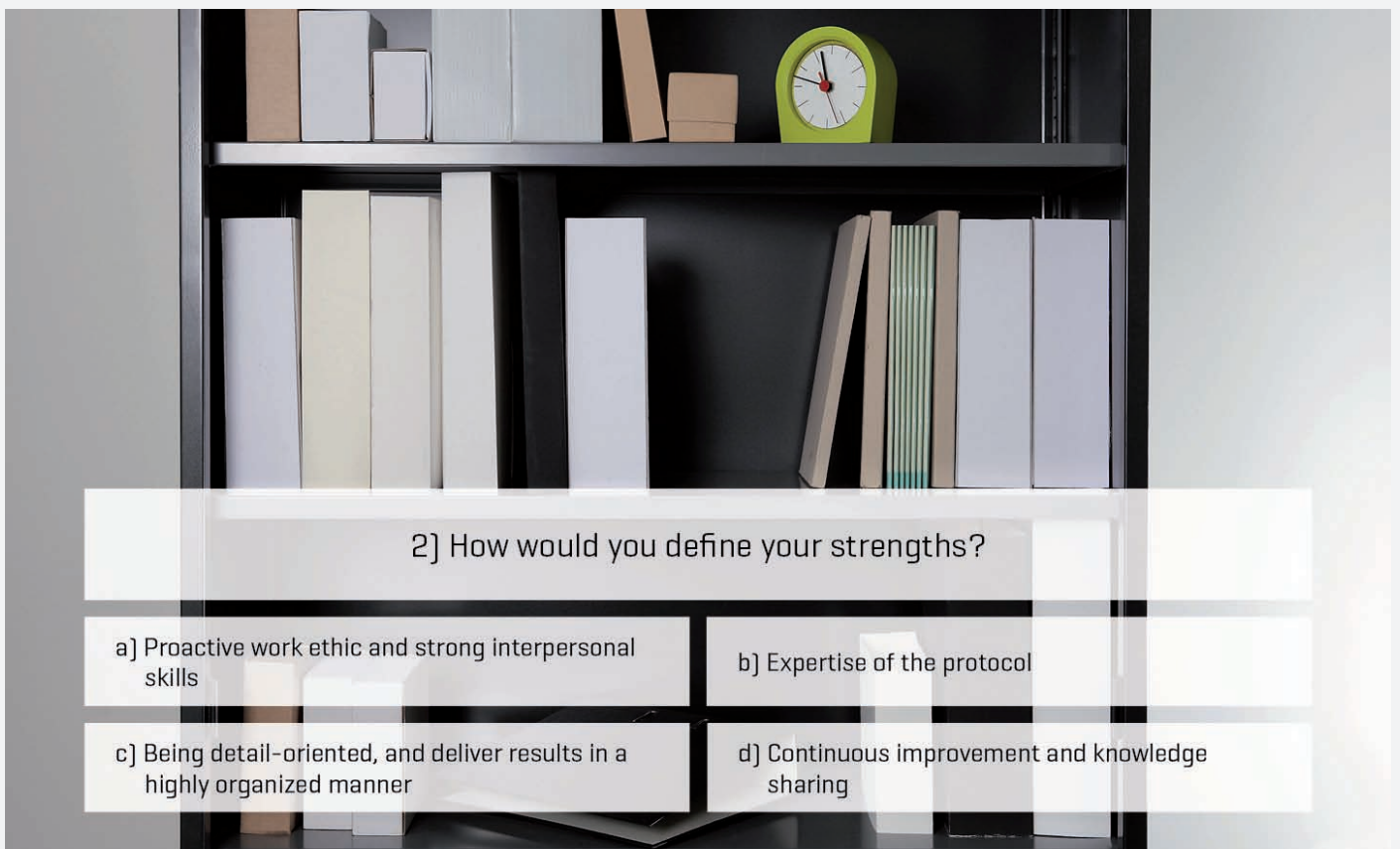
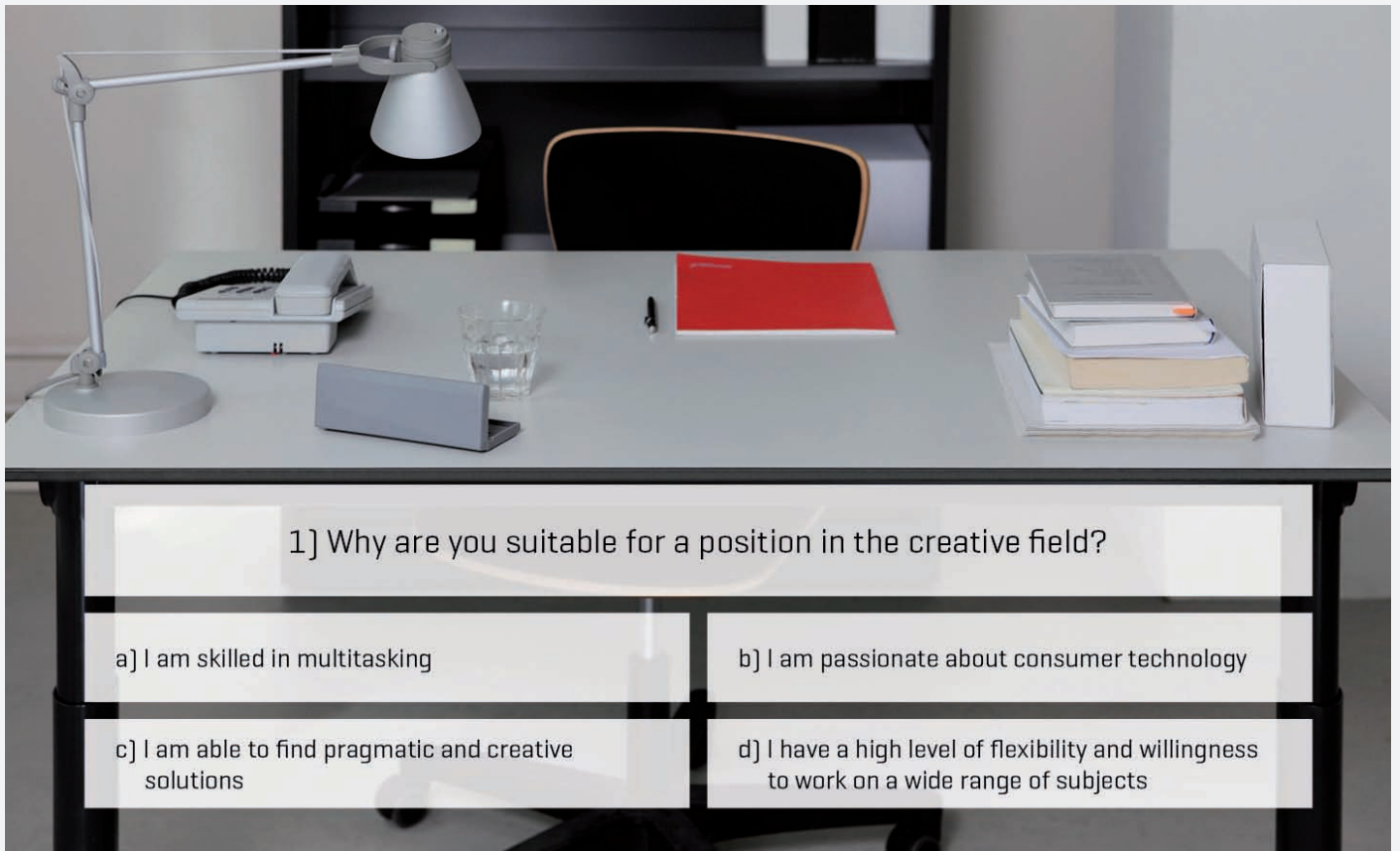
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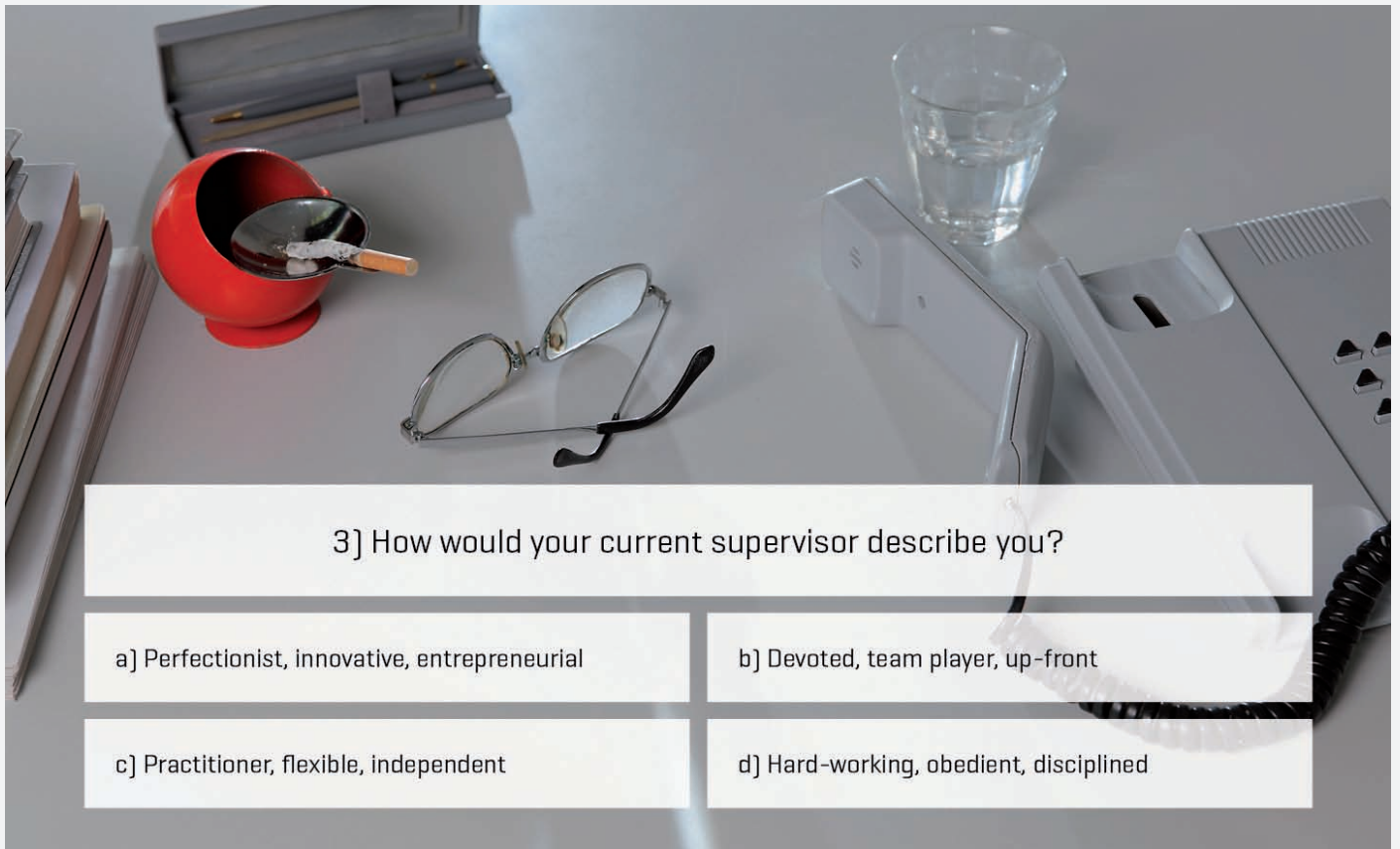
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**Cq<sup>7</sup>**  
Ability test™

## CQ7 - Creative Ability Test



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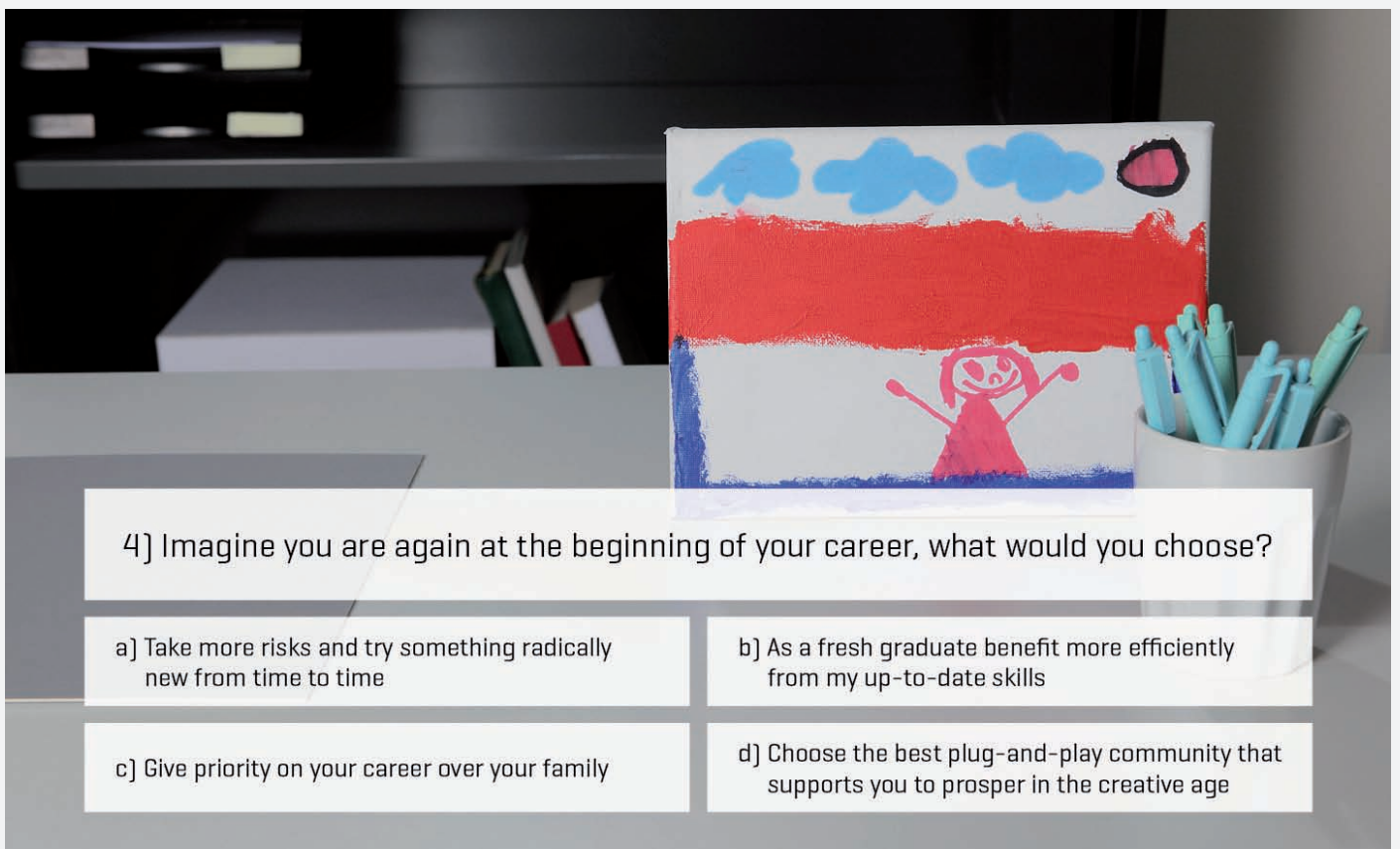
3) How would your current supervisor describe you?

a) Perfectionist, innovative, entrepreneurial

b) Devoted, team player, up-front

c) Practitioner, flexible, independent

d) Hard-working, obedient, disciplined



4) Imagine you are again at the beginning of your career, what would you choose?

a) Take more risks and try something radically new from time to time

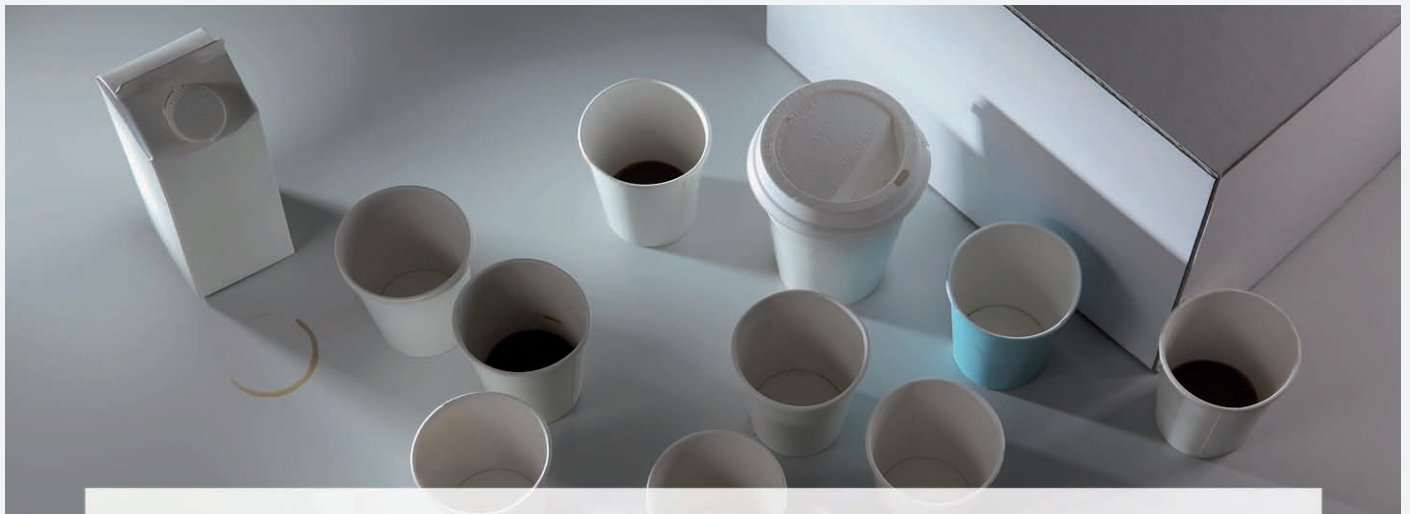
b) As a fresh graduate benefit more efficiently from my up-to-date skills

c) Give priority on your career over your family

d) Choose the best plug-and-play community that supports you to prosper in the creative age



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5) How do you maintain the quality of work in a fast-paced and crowded environment?

a) I focus on pixel perfect attention to detail

b) I am able to move quickly and juggle many different projects at once

c) I ask for the support of my highly dynamic colleagues

d) I adapt to fast moving and constantly changing work environment



6) What is important for an ideal working atmosphere?

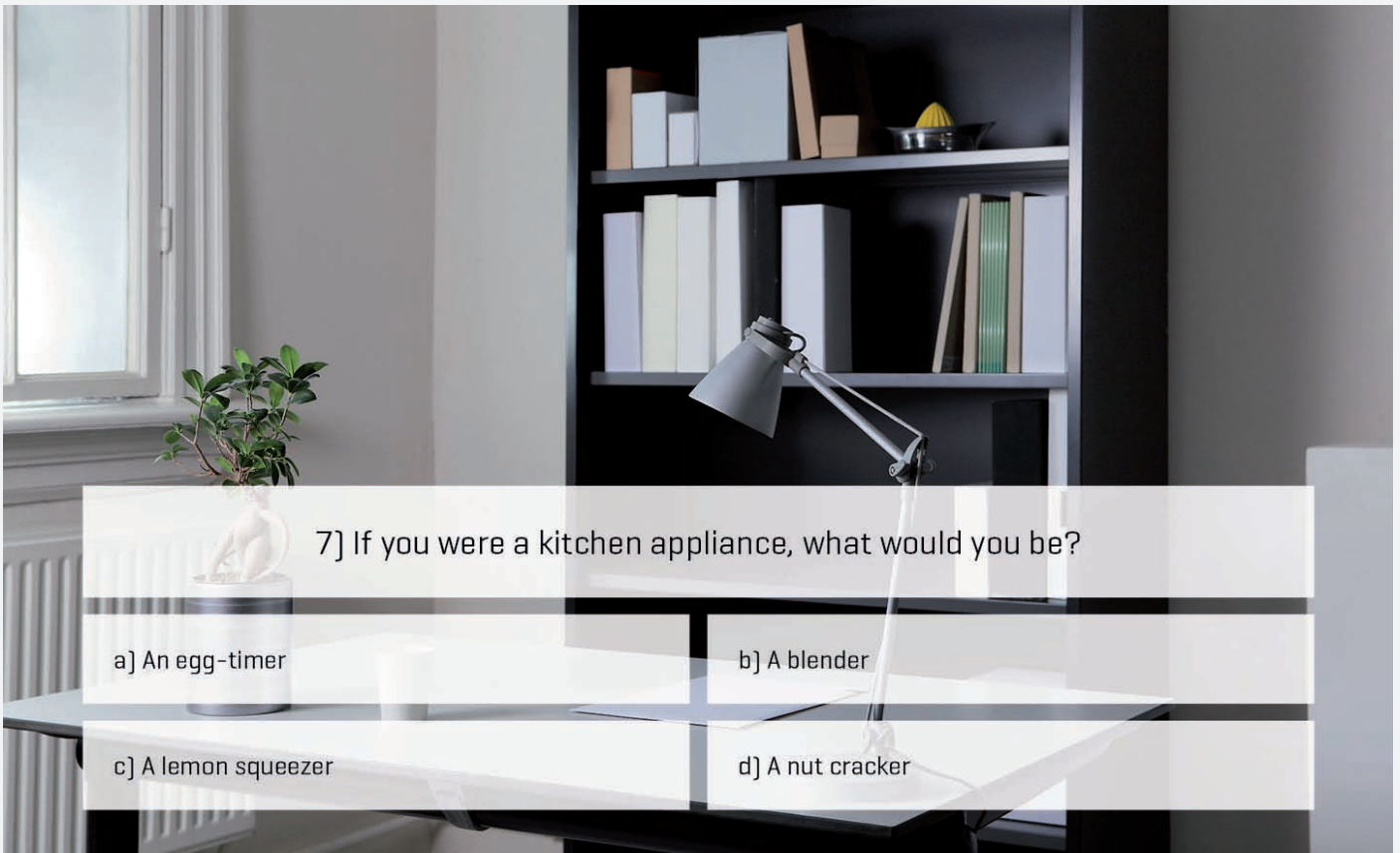
a) Exciting and competitive conditions

b) Multicultural environment

c) Highly dynamic, team-focused environment

d) Air-conditioned room

## CQ7 - Creative Ability Test



7) If you were a kitchen appliance, what would you be?

a) An egg-timer

b) A blender

c) A lemon squeezer

d) A nut cracker



8) How do you handle deadlines and pressure?

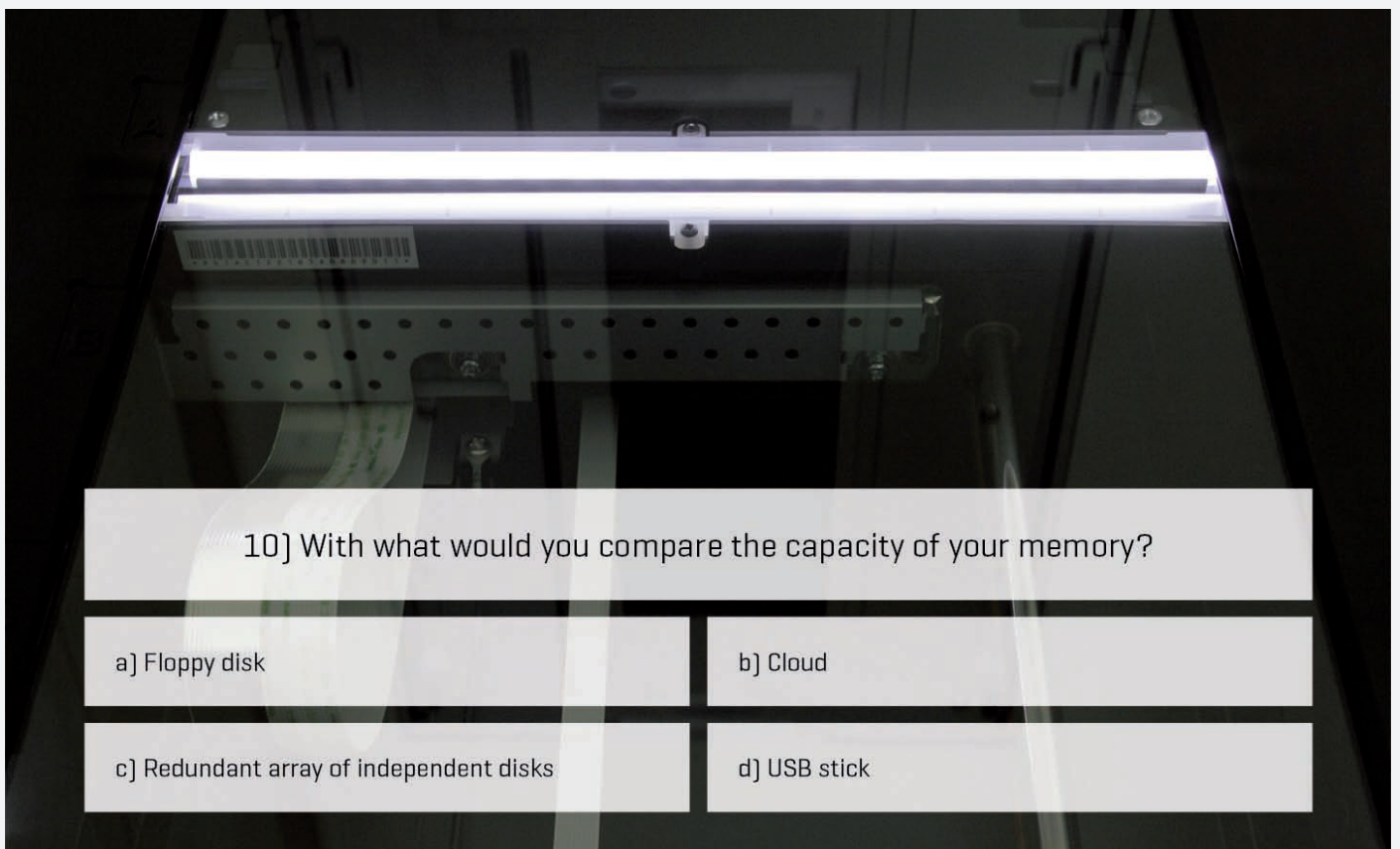
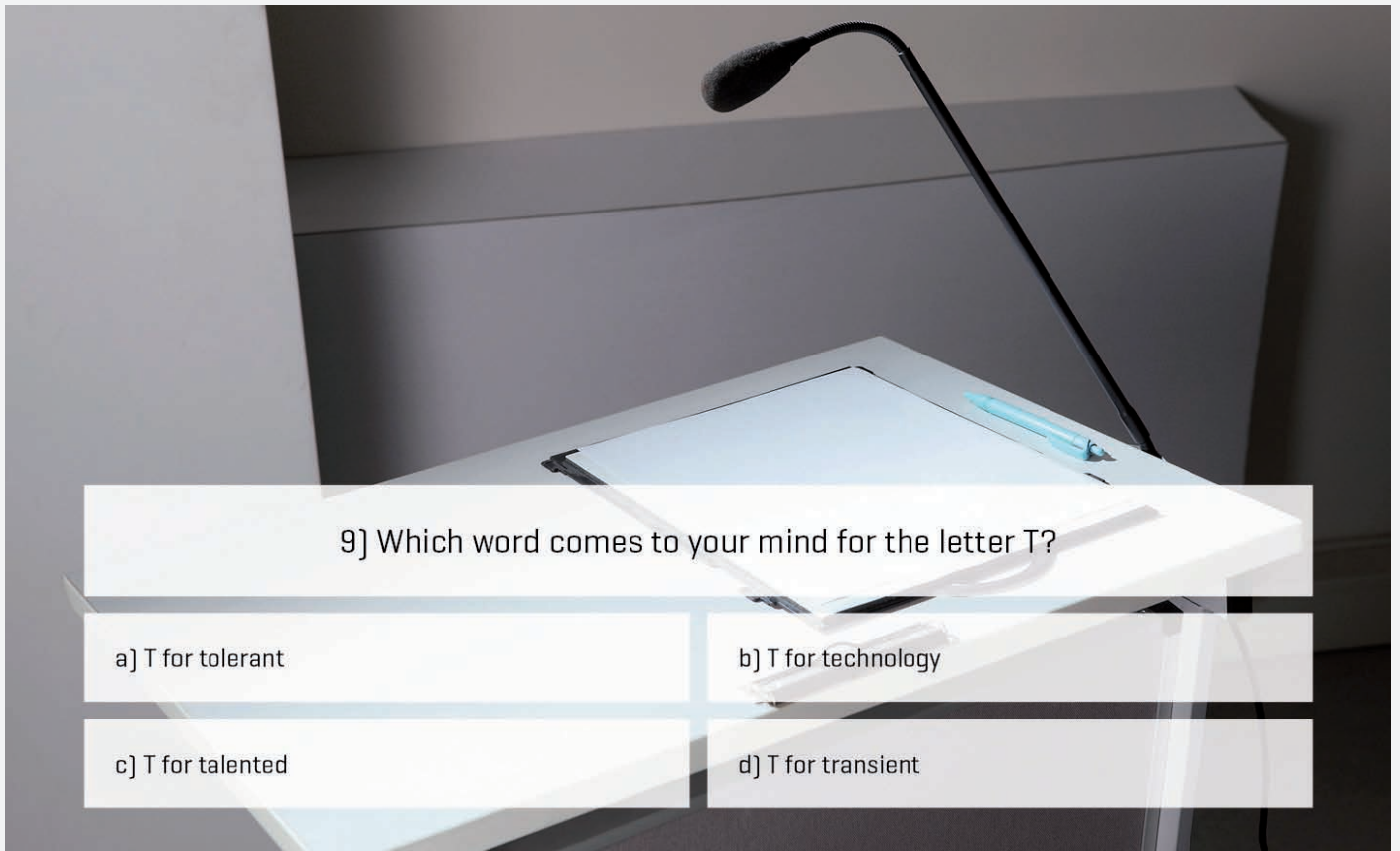
a) I need positive stress to stay motivated and productive

b) I feel comfortable in the range of risk-reward spectrum

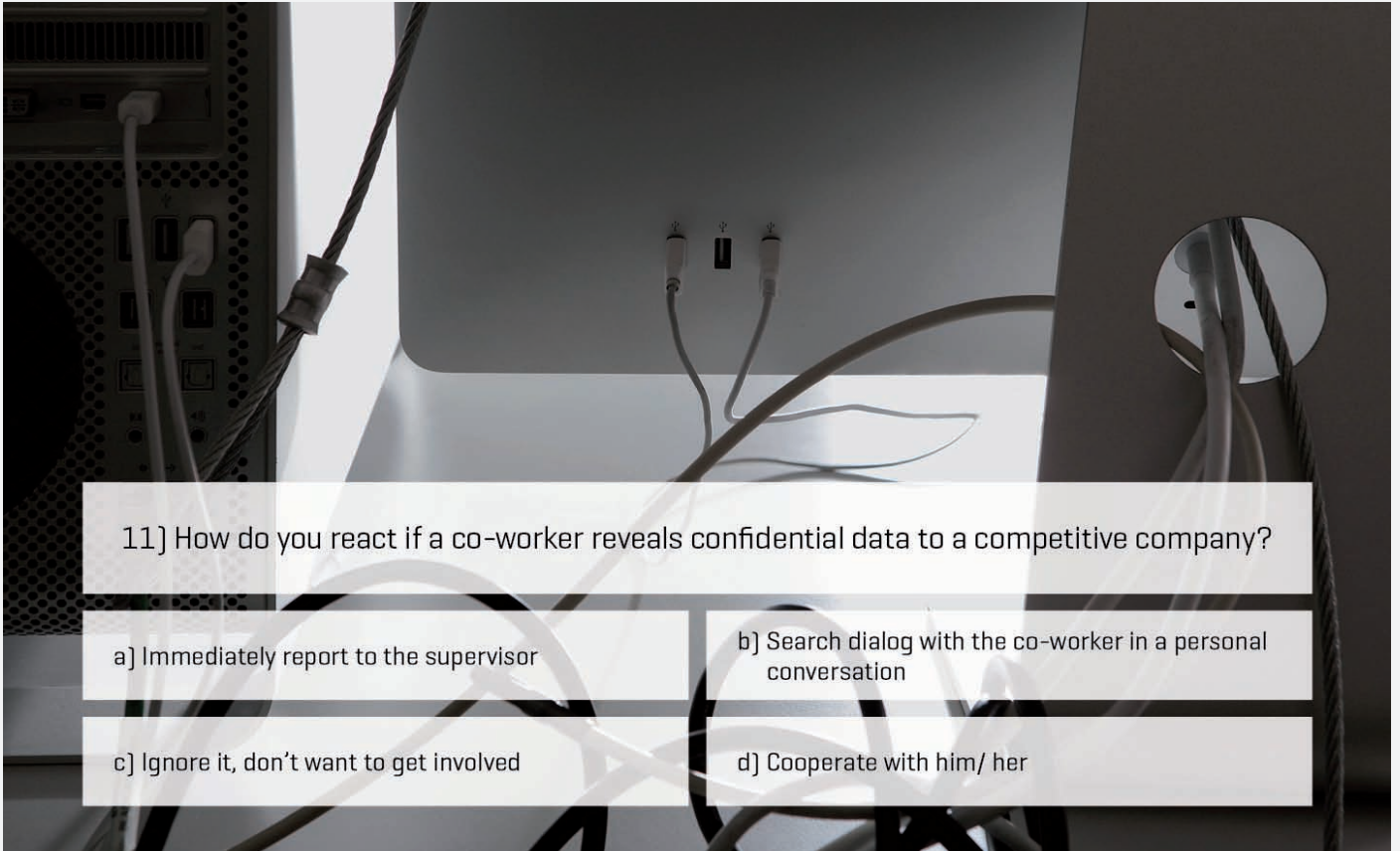
c) I have done some of my best work under tight deadlines

d) I switch to automatic mode

## CQ7 - Creative Ability Test







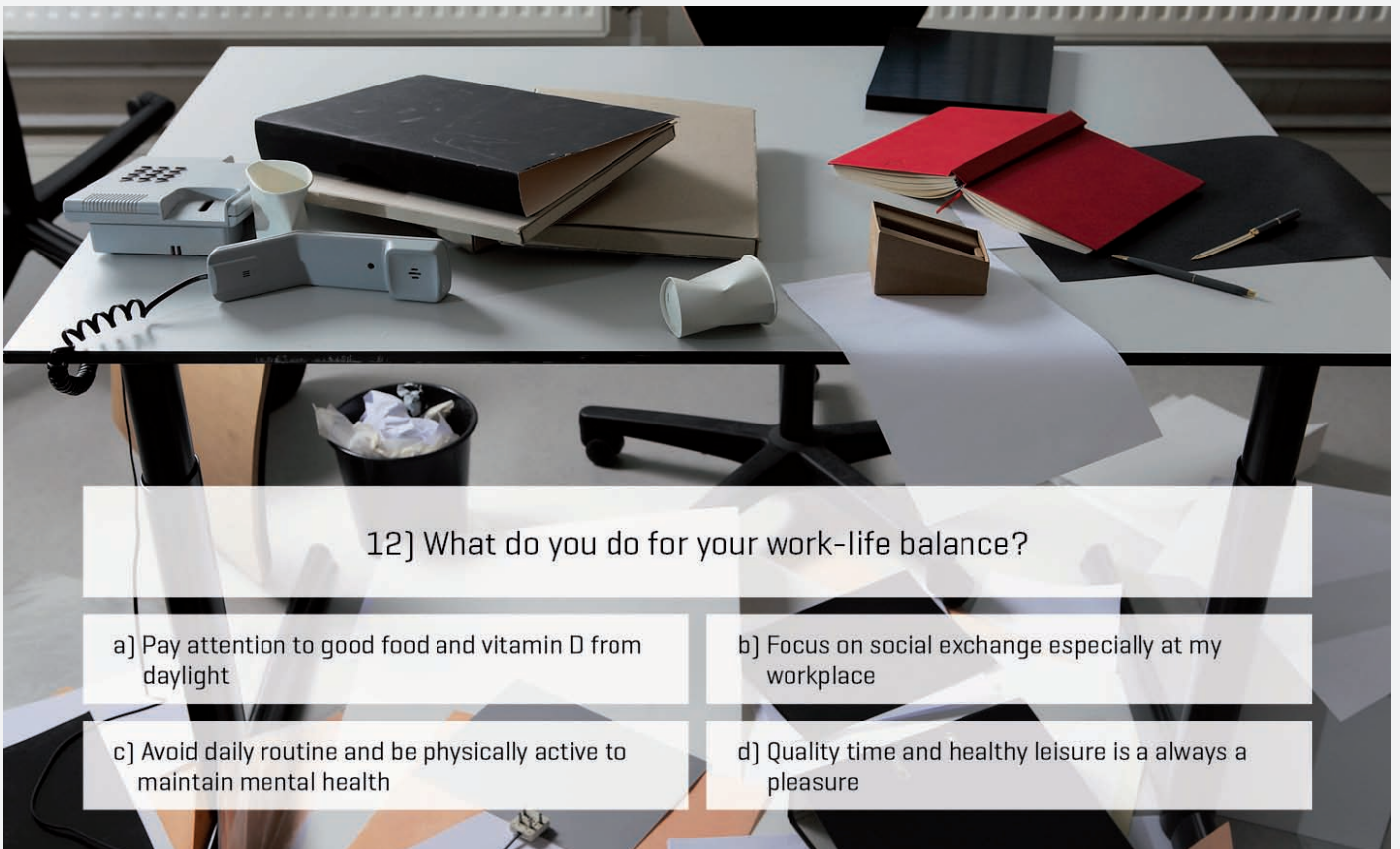
11) How do you react if a co-worker reveals confidential data to a competitive company?

a) Immediately report to the supervisor

b) Search dialog with the co-worker in a personal conversation

c) Ignore it, don't want to get involved

d) Cooperate with him/ her



12) What do you do for your work-life balance?

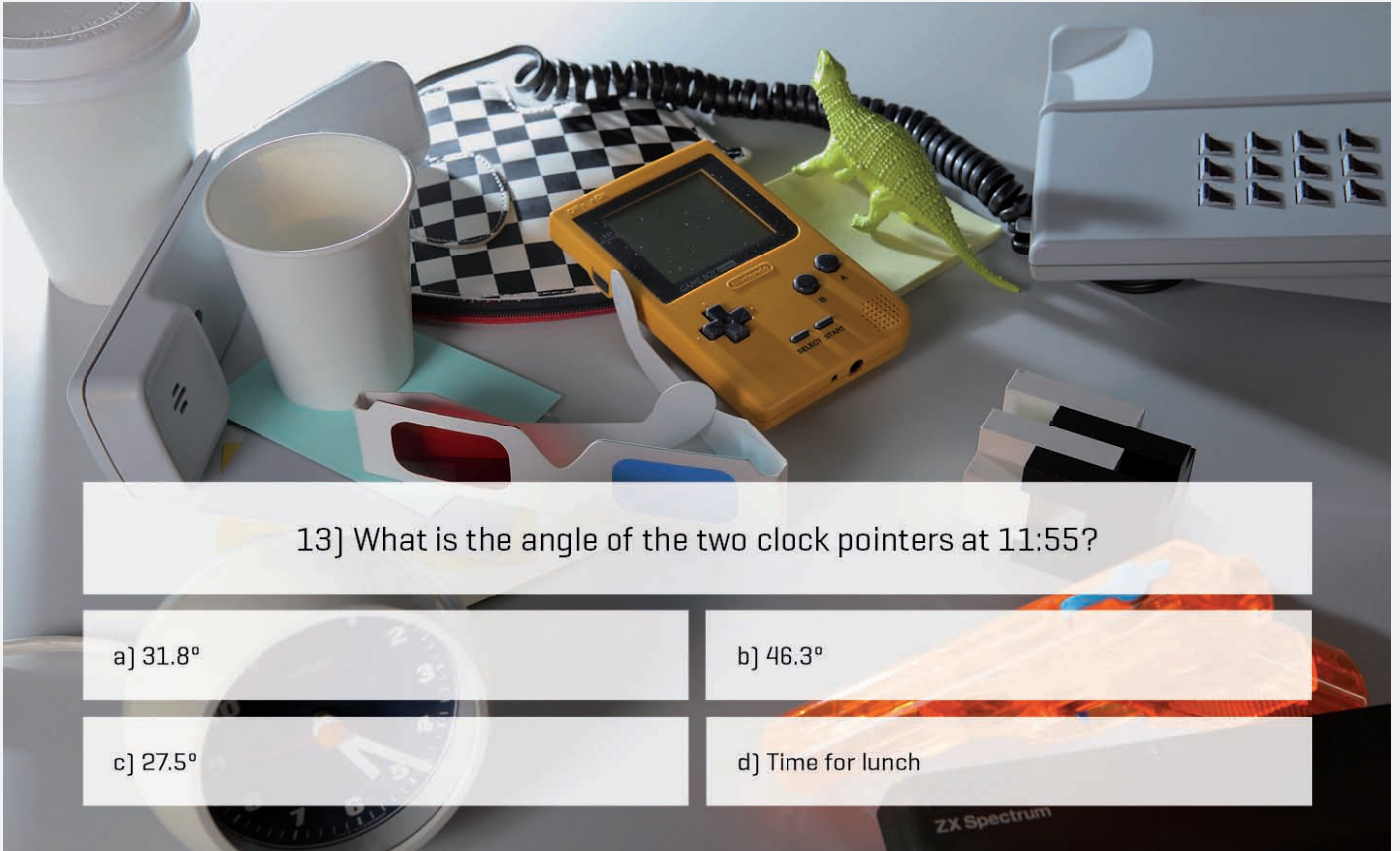
a) Pay attention to good food and vitamin D from daylight

b) Focus on social exchange especially at my workplace

c) Avoid daily routine and be physically active to maintain mental health

d) Quality time and healthy leisure is a always a pleasure

## CQ7 - Creative Ability Test



13] What is the angle of the two clock pointers at 11:55?

a)  $31.8^\circ$

b)  $46.3^\circ$

c)  $27.5^\circ$

d) Time for lunch



## CQ7 - Creative Ability Test

Michaela Lakova and Nicole Hametner

This work was made in the context of the thematic project Creative Industries. For the connecting link between the individual works in the final collective show, the group decided to create a start up event, where each of the participants presents its project as a business proposal. For this reason we had to adapt our initial artist statement into a creative business idea and transformed it into a new company statement:

Discover your potential and be part of the creative workforce of tomorrow!

CQ7 Creative Ability Test allows job hunters to check their potential to work in the creative industry. We use big data and predictive analytics to improve workforce quality, productivity and profitability, by connecting qualified employees with employers. We are an independent research group of data analysts using profiling technology. With the CQ7 Creative Ability Test we offer a survey that allows individual job hunters to check their potential to work in the creative industry. The respondent cannot fail or pass the test, the result rather represents his potential expressed in a numerical form of his achieved level. It is then the company that decides to what degree creativity is demanded for their working procedures. In addition to this individual outcome, the collected data are used for statistic evaluation, which serves as guideline for companies working in the field. We use big data and predictive analytics to improve workforce quality, productivity and profitability, by connecting qualified employees with employers.

During the event we offer a free trial version in form of an interactive installation to allow the audience to be part of the procedure. The respondent receives his test result as a badge to present afterwards in the exhibition space, with the aim to initiate a discussion about his achieved level. Our staff members are present during the day and provide assistance for the participants as well as for any further questions from the public.

Friday evening before the start up camp the creative business ideas were introduced during a Pecha Kucha event. The format of this presentation was simple: the participants had two and a half minutes with 10 slides 15 seconds each to present their product.

[www.startupcamp.nl](http://www.startupcamp.nl)



# Pecha Kucha presentation in WORM, 21st June 2013

## 10 slides 15 seconds each



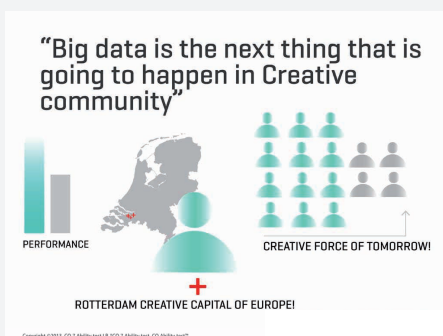
*I would like to start my presentation with our slogan:  
Discover your potential and be part of  
the creative workforce of tomorrow!*



*These words drive our motivation to develop the creative ability test CQ7,  
a test that allows job hunters to check their potential and  
to situate best where to work in the creative industry.*



*Our service contains two parts:  
first, we have a survey of 120 questions for individuals,  
besides that we collect data for statistics,  
which then are used as important guidelines for companies  
to connect to their ideal candidates.*



*We are an independent research group and  
over the last 5 years we have screened  
more than thousands of applicants.*



*The result proves, that according to the collected data  
our creative ability test CQ7 is a good predictor of  
success in the field of human resources.*

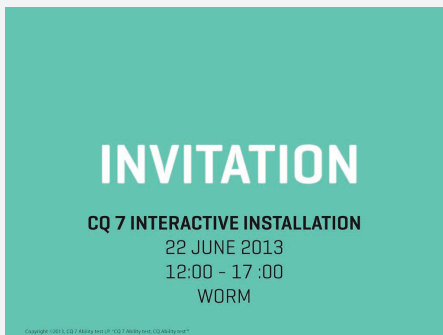
Pecha Kucha presentation in WORM, 21st June 2013  
10 slides 15 seconds each



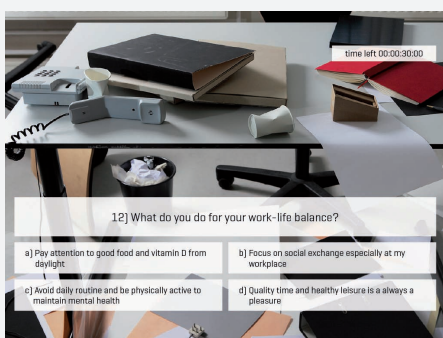
*Imagine another story of your life!  
Finding a job that optimizes your strengths almost guarantees  
that you will be more successful, more productive  
and therefore happier at work.*



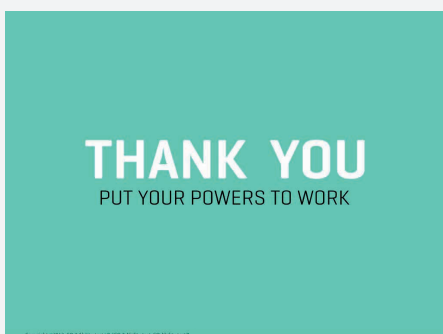
*With our service we want to help talented people  
to prosper in the creative age and  
to be part of the uprising creative communities all over Europe.*



*Tomorrow we present for the first time a new elaborated version  
of our creative ability test CQ7.  
I would like to invite you to visit us tomorrow afternoon  
here in WORM.*



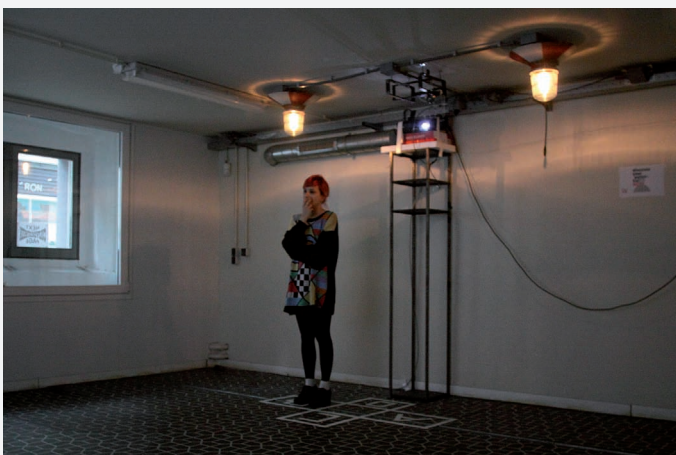
*For that special occasion we asked two young artist to create  
an exclusive layout in form of an interactive video,  
with the idea to allow a wider audience to take part,  
to go through some of the questions and  
to create a discussion about what does it mean to be creative or not.*



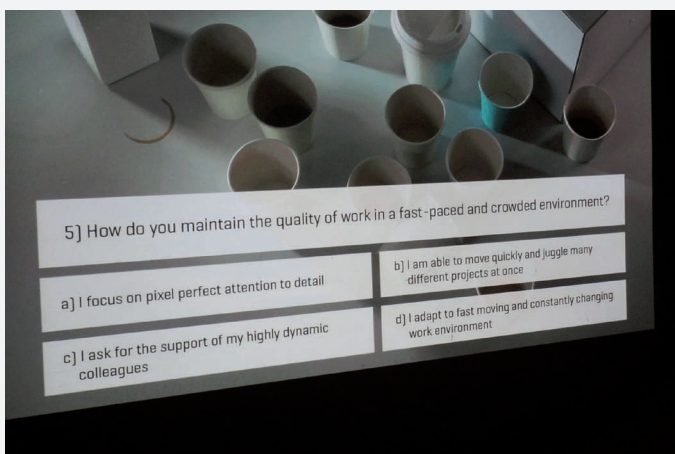
*So please take part and discover your potential of creativity!  
Thank you very much for your attention.*



stARTup camp Rotterdam, WORM, 22nd June 2013  
CQ7 - Creative Ability Test, interactive installation



stARTup camp Rotterdam, WORM, 22nd June 2013  
CQ7 - Creative Ability Test, interactive installation





stARTup camp Rotterdam, WORM, 22nd June 2013  
CQ7 - Creative Ability Test, interactive installation

