



THE CREATIVE  
PROCESS TYPES:

THE  
INNOVATION  
PROCESS

created by: *establisss co.*

# HOW TO USE THIS GUIDE

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***Hello + welcome to the Creative Process Guidebook for the Innovation Process.***

The quiz is meant to reflect how you approach creating things and what your purpose behind doing so is.

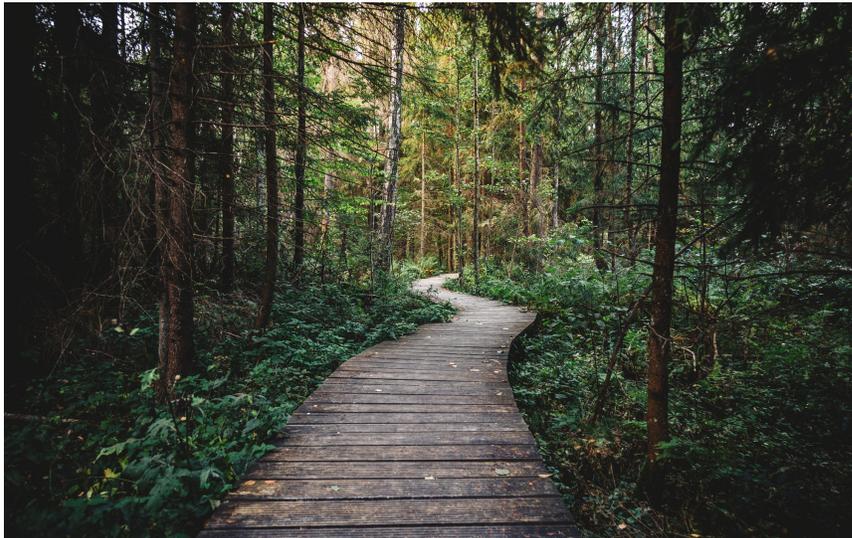
***From there, you received your primary process type and you opened this guide:***

- This guide provides you introductory information about your process type.
- Use this guide to reflect over what your creative process actually looks like and identify the pieces of your type that you resonate the most with. Take note of anything that really doesn't resonate for you.
- Reflect on how you view marketing + creativity in your business. *Do you consider marketing a method of creativity? Do you feel like there are any gaps in your current strategies?*

You will be receiving a creativity + marketing workbook in your email for your type that is designed to help you build a more compassionate creative process for your marketing, business, and projects.

***Take what resonates, leave the rest.***

# the innovation process



# PROFILE

## Type 1.5 Fun:

funmost of the time but at some juncture will suck, overall a good experience.

## Type 2 Fun:

sucks the entire time but you are willing to weather it since it will build character

## Type 3 Fun:

is never fun when you are doing it and you usually pledge to never do it again.

## Descriptors:

Charming Daring Bold  
Clever Out-Going

## Play Types:

Rough and Tumble  
Communication Play  
Role Play

## Fun Types:

Exploration Discovery Humor  
Surprise Free-Spirited

If you embody the Innovation Process you may find yourself being described as **charming, daring, bold, clever, or out-going**. Your boldness guides your creativity and sense of self. When leaning into the types of fun, you are the type of person who may accidentally wander into danger while trying to have a good time! You like the challenge of a situation, it makes you feel alive, and that is what fun is for you!

Innovation Processes partake in rough and tumble, communication, and role types of play. Rough and tumble play is play that is about gauging relative strength through close encounter play. It is all about discovering physical flexibility and exhilaration of display and it is a positive experience that burns up a lot of energy. Communication play is using words, and gestures to engage like telling jokes, stories, acting, etc. Role play is exploring the ways of being in a way that is not intensely personal, social, domestic, or interpersonal nature, examples may include sweeping, calling someone, etc.

# DESCRIPTION

Creating for Innovation Processes is exploration, discovery, surprise, and humor. You are the type of person that is willing to go the distance and see how far you will get. You are not afraid to test boundaries. You are always looking for adventure that will lead to discovery. You find joy in the unexpected. Being free-spirited and playful is a large part of your energy. You have a sense of humor that is unique to you alone and you find joy through physical sensation like sound, smell, movement, etc.

Business for Innovation Processes is all about looking to what is next. You are always looking at the horizon and thinking about their next big, bold idea. Innovation Processes share the need to explore with Exploration Processes but Innovation Processes are more invested in the ultimate discovery. You may find yourself struggling to stay in the moment, if this is happening a lot ask yourself how you can tap into your communication skills and how you can ground into where your business is right now.

**NOTES:**



☆ ☆  
☆ **THE CREATIVE'S** ☆  
☆ **SPACE** ☆

the community for low-energy  
entrepreneurs

## C O N N E C T W I T H U S

Thank you for downloading this guidebook and spending some time with your creative process and your strategy!

This workbook was a collaboration between myself, Meg Garcia-Jahrman, and Kendall Barger, *my biz bestie + co-founder!*

This resource has been a labor of love that has been over two years in the making.

You can contact me at [establisSCO@meganjgarcia.com](mailto:establisSCO@meganjgarcia.com)  
You can find me on Instagram at @meggarciajahrman

You can find Kendall on Instagram at @antiperfectkendall

Join our Mighty Network community for low energy creatives + entrepreneurs called The Creative's Space + Community.

with love,

*meg + kendall*