

THE CREATIVE PROCESS TYPES

INNOVATION



PROCESS



GUIDE



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## THE CREATIVE PROCESS TYPES

# HOW TO USE THIS GUIDE

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.

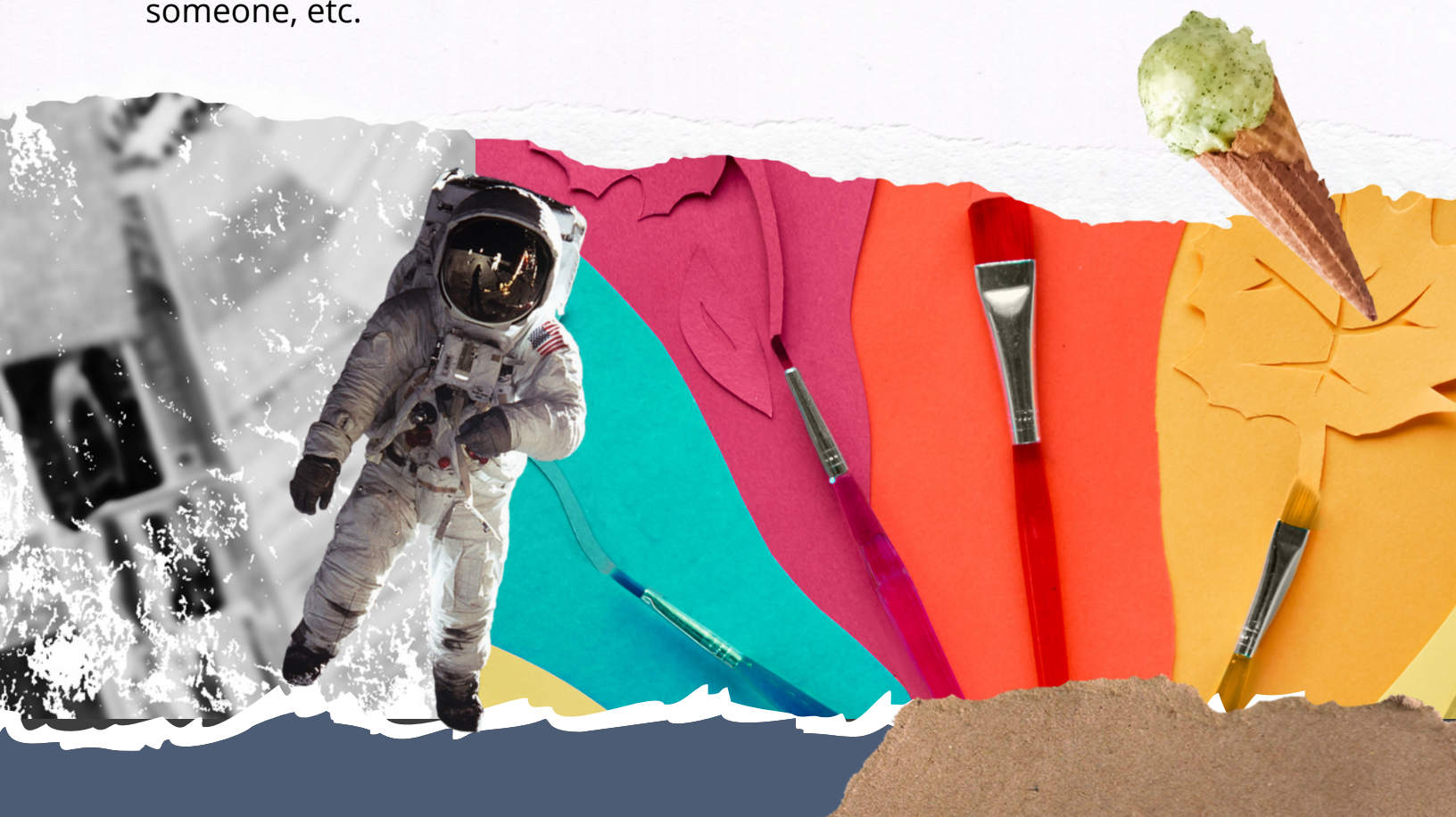


## THE CREATIVE PROCESS TYPES

# PROFILE

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.





## THE CREATIVE PROCESS TYPES

# PROFILE

### DESCRIPTORS

Charming Daring Bold

Clever Out-Going

### PLAY TYPES

Rough and Tumble

Communication Play

Role Play

### TYPE 1.5 FUN

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

### FUN TYPES

Exploration Discovery

Humor Surprise Free-

Spirited

### 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



## THE CREATIVE PROCESS TYPES

# 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 PROCESS TYPES

# CONNECT WITH US

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 [establisco@meganjgarcia.com](mailto:establisco@meganjgarcia.com)  
You can find me on Instagram at [@meggarciajahrman](https://www.instagram.com/meggarciajahrman)

You can find Kendall on Instagram at [@antiperfectkendall](https://www.instagram.com/antiperfectkendall)

Join our Mighty Network community for low energy creatives + entrepreneurs called The Low Energy Entrepreneur Community.

with love,

*meg + kendall*

