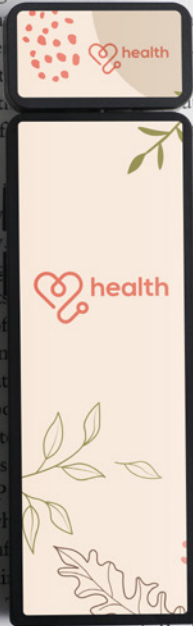


minds that shape how they process, respond, and behave. Never satisfied with the status quo, and regardless of how good something is, foundational voice Creatives are always thinking, "I'm sure we could make it better."

The word "can't" is not part of a Creative's vocabulary, either. If they see a compelling vision of the future that they're drawn to, you'll hear them say, "I can't," when they run into obstacles. There's a quality of the Creative voice. And as such, the Creative is fighting perfectionist tendencies. Because the future is so exciting, Creatives will fight for it until they see it become reality.

Creatives also presume, based on their life experiences, that people have a certain understanding of what it is they are trying to say. For example, Paul, a graphic designer for an ad agency, is branding a campaign his company wants to launch. He's very excited by what he sees coming out of the design team. He shares his vision with his creative director. The creative director's sales team and gets a flat response. He goes back to the drawing board, little by little. He isn't sure there's any point, so he moves on. A month later, sitting in a meeting, Paul shares nearly the same idea, to which the creative director says, "Brilliant. Let's do that." Confused, Paul vents to the sales lead sitting next to him. "Why didn't anyone listen?" "What you said sounded nothing like that." Exasperated, Paul internally questions his value, thinking to himself, "I'm not sure why I bother to show up some days."

For any foundational voice Creative reading this, you're likely nodding your head thinking of your own similar



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