

## Rethinking the Toolkit

### Why Creativity Beats Cash and Credentials

When organizations hit roadblocks, the default response is often to seek more money, hire more people, or double down on traditional expertise. But what if the real key to progress isn't found in finances or resources, but in creativity? In this episode, we explore the power of creative intelligence compared to conventional problem-solving tools. Drawing from the theory of the seven intelligences, we examine how our culture prioritizes disciplines like math, science, and finance—often overlooking creativity as a strategic asset. We also explore how creative thinking can unlock solutions in ways that data and dollars alone cannot.

#### INSTRUCTIONS

**Goal → Encourage listeners to assess their creative strengths and identify areas for growth.**

The Seven Intelligences model identifies different ways people think and create.  
For each category, rate yourself from **1** to **10** based on how strong your creative skills are in that area:

- ① **Linguistic Intelligence:** Creativity through language – writing, storytelling, verbal communication.
- ② **Logical-Mathematical Intelligence:** Creativity in problem-solving, patterns, and numbers.
- ③ **Spatial Intelligence:** Creativity in visualizing, design, and spatial reasoning.
- ④ **Bodily-Kinesthetic Intelligence:** Creativity through movement, hands-on activities, and physical expression.
- ⑤ **Musical Intelligence:** Creativity through rhythm, sound, and musical composition.
- ⑥ **Interpersonal Intelligence:** Creativity in collaboration, understanding others, and teamwork.
- ⑦ **Intrapersonal Intelligence:** Creativity in self-reflection, introspection, and personal insight.

#### ACTION STEPS

1

Based on your results, choose **one intelligence** you want to develop further.

2

Brainstorm a strategy for applying this intelligence to your work over the next month.

3

Set a small goal or project that allows you to flex this creative muscle.

#### What creative intelligence do you rely on the most?

Share your reflections and insights on Instagram by tagging **@alittlebetterco** and using **#CreativeToolkit** to join the conversation!

SHARE YOUR INSIGHTS