



Creative Intelligence™ - Do You Know Your CQ?

Vancouver, BC – **dossiercreative inc.** recently unveiled a proprietary new theory in intelligence measuring, termed Creative Intelligence™, at the IIRUSA – Brand Identity Conference in New York. This conference also featured renowned designers that included: Karim Rashid, Milton Glaser (I Love NY logo designer) and London design heroine Mary Lewis. The innovative model of creativity examines and defines tensions and synergies that arise from differing levels of creativity within an individual, group and organization.

dossiercreative inc. owners, Don and Ronna Chisholm presented a 3 hour interactive workshop, detailing the theoretical and practitioner's view of Creative Intelligence™ (CI). This proprietary theory was developed alongside John Sedgwick,

professor of Creative Studies, and expert in the field of behavioural psychology. Paralleling an earlier conceptual model – Emotional Intelligence – CI takes a step further in defining an additional area of measurable intelligence. In an age where CEO's like A.G. Lafley of Proctor and Gamble, and Chairman Kun-Hee Lee of Samsung, are both initiating personal crusades for innovations in design and creativity, the demand for a greater understanding of creativity and the creative process is becoming more popular. CI explores options that help identify areas that can improve creativity in not only individuals, but teams and organizations as well, allowing them to work at the pinnacle of creativity, where true innovation begins.

"We've been working with John Sedgwick, formulating the theory of Creative Intelligence™ for over two years," states Don Chisholm. "In regards to presenting at the NY conference to an audience of brand managers from various companies including Boeing,

Microsoft, Kimberly Clark, Estee Lauder, P&G and Clairol," Don comments "It's very exciting to see how this CI model resonates with individuals - it provides an entirely new way of talking to our clients about creativity."

As a branding and design firm, **dossiercreative inc.** specializes in brand creation, brand repositioning and 3D branding (designing for the environment where the brand lives).

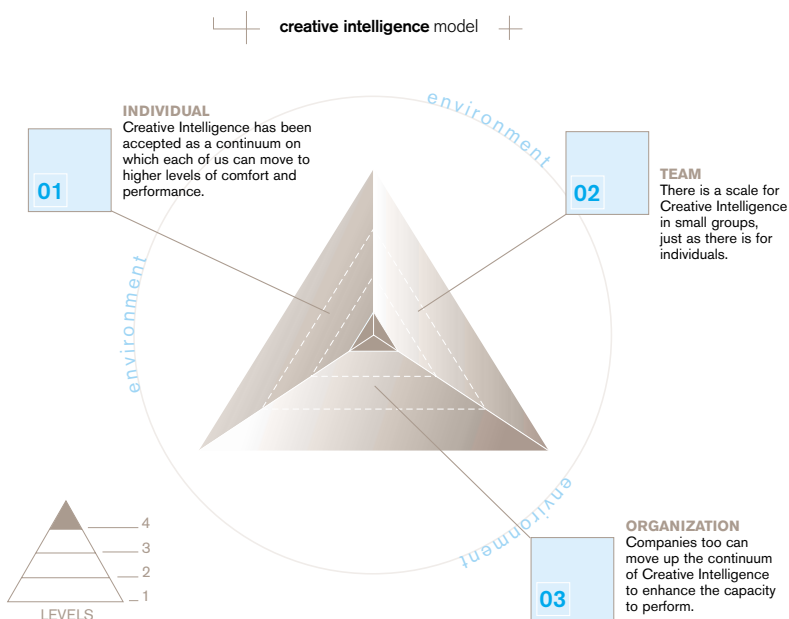
If you'd like an exclusive opportunity to feature Creative Intelligence™ in your publication please contact:

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▲ The ultimate pinnacle of Creative Intelligence™ is the synthesis of creative people moving up the scale as individuals, functioning in creative groups that strive to become stronger and better in their relationships, all linked into a system that is a healthy, growing, learning body.