

Williams' Taxonomy

A taxonomy of creativity combining cognitive and affective thinking.

FLUENCY

Brainstorm, generate lots of ideas, associate, list ...

Can you think of **MANY** ideas and answers?

FLEXIBILITY

Classify, rearrange, reorganise, manipulate, categorise, group ...

Can you think of **ALTERNATIVE** ideas and applications?

ORIGINALITY

Invent, make up, change, write, develop, form, compose, create ...

Can you come up with **NEW** ideas and processes?

ELABORATION

Compare, attribute, organise, deconstruct ...

Can you **IMPROVE** an idea, process or object?

RISK TAKING

Predict, suggest, experiment, explore, defend, hypothesise ...

Are you **CONFIDENT** to deal with the unknown or uncertain?

COMPLEXITY

Design, restructure, evaluate, examine, explain, model, justify, improve ...

Are you **LOGICAL** in creating structure and order from a problem?

CURIOSITY

Wonder, discover, question, seek, investigate, research, ponder ...

Are you **INTERESTED** in what could be done?

IMAGINATION

Imagine, create, daydream, pretend, visualise, fantasise, empathise ...

Are you **DREAMING** of better possibilities, beyond the limits of the practical?

