

# Creativity Scale

The Creativity Scale (Tsai et al., 2015) is a self-report instrument that measures employee creativity in the work environment. Thirteen items were developed based on Zhou and George (2001). In a sample of employees from tourism and hospitality organizations, the Cronbach's alpha was 0.94. Zhou and George (2001) verified that this scale has good validity and reliability, with Cronbach's alpha of 0.96.

Directions: The scales below please indicate the degree to which each statement applies to you by marking whether you:

Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5

1. I will suggest new ways to achieve goals or objectives.
2. I will come up with new and practical ideas to improve performance.
3. I will search out new technologies, processes, techniques, and/or product ideas.
4. I will suggest new ways to increase quality.
5. I am a good source of creative ideas.
6. I am not afraid to take risks.
7. I will promote and champion ideas to others.
8. I will exhibit creativity on the job when given the opportunity.
9. I will develop adequate plans and schedules for the implementation of new ideas.
10. I often have new and innovative ideas.
11. I will come up with creative solutions to problems
12. I often have a fresh approach to problems.
13. I will suggest new ways of performing tasks.

## Scoring:

Average the scores.

## Source:

Tsai, C.-Y., Horng, J.-S., Liu, C.-H., & Hu, D.-C. (2015). *Creativity Scale* [Database record]. APA PsycTests. <https://doi.org/10.1037/t44741-000>