INTERVIEW QUESTIONS

FOR CREATIVITY & INNOVATION

BrainSpark
Fuel creativity. Ignite innovation.

Attributes of Creative and Innovative Leaders

- They create a vision with colleagues.
- They build trust.
- They constantly challenge the status quo.
- They are experts with deep curiosity.

- They set high goals.
- They gravitate toward speed.
- They crave information.
- They excel at teamwork.
- They value diversity and inclusion.

List of Questions

1. What's the best idea you've had?

2. What is the most creative idea or project you have generated in your current role? How was it received?

3. Do you use a process to come up with ideas?

4. Do you prefer to collaborate on new ideas or do your best ideas come from deep thinking?

5. What was the most innovative decision you've made?

6. Can you tell me about a time you took an innovative approach to solving a problem?

7. How would you build a cheap prototype of a car?

8. How do you balance the need to come up with something creative with the need to create something functional (useful)?

9. How can you influence someone who is thinking in a biased or static way?

10. Can you tell me about a time you inspired creativity in others?

11. Can you tell me about a time that someone helped you be creative?

12. How do you validate decisions?

13. How do you make sense of chaos? Can you give me an example?

14. What was the bravest decision you've made?

15. Describe a time when you had to think "outside the box" and how did you go about it?

16. Can you give me an example of a situation where you used creative thinking to eliminate frustration with a product or process?

17. Tell me about a time when you have had to develop a creative approach to problem solving in order to get the job done.

18. In what ways have you encouraged your work team to be more creative and innovative?

19. Tell me about a business problem that you had to solve in a unique or innovative way. What was the outcome?

20. Give me an example of when someone presented an innovative new idea to you that was a bit unusual. How did you react? What did you do?