

# David Goldstein

## Finding your creative personality type

### Speakers:

**Nick Skillicorn – Innovation and Creativity Expert and Host of Innovation & Creativity Summit**

David Goldstein

### Expert Interview transcript:

**Nick Skillicorn:** Hello every one and welcome to another expert interview at the innovative and creativity summit 2017, very happy to have David Goldstein with us today, David is a researcher and the author of the book creative you which is all about finding out your personality type when it comes to creativity, David its really good to having you with us today

**David Goldstein:** Thanks Nick, appreciated happy to be here

**Nick Skillicorn:** So for people who don't know you or your work, can you just give us a brief background as to how you got into the field of creativity and what made you interested in it

**David Goldstein:** Sure that's a great question, and like many people I got into creativity as a kid drawing painting and doing photography around the year 2000 I was running successful business and I wasn't relaxed and I needed something to do so I started taking water color classes, I wanted to start doing something artistic in the evening. I took three different beginnings water color classes, each class different teachers and each one was sending something specific about what they wanted. you have to work from photograph, you have to work from life, you have to work from your imagination using the wrong color, a lot of people being discouraged and I was a little discouraged too and even though I saw myself as being creative at least I was a kid and I kept trying but I wasn't being creative as the same way as the teacher was saying you need to be creative and then I took a class, I got talked into taking a class from an advanced teacher who I didn't really think I fit into the class but a friend said no she's really good, she will let you take it, I didn't think I was advanced but after about a year, she gave a questionnaire to know about our personal style, it was a hundred and nine questions and at the same time that she gave us this questionnaire, I moved into a new neighborhood, I met Allan Grainger who is a world renowned personality type expert and the kind of funny thing about a neighborhood is you give everyone the Myers- Briggs assessment it was kind of a very social place and he was teaching about Myers-place and personality type theory at the same time that I had learned from the teacher where we are learning about our creative style, I had with this aha moments time all the time but this one seemed kind of like a big deal, so I brought it to Otto and he thought it was a good idea, we are both too busy to think about it all the time but part of this aha moment maybe you can relate to it, I was sitting in the art class, I knew the woman I shared a table with and she was painting the details off every brick and every single of the house and making sure the colors were exactly perfect and then the guy across the room he is also friend, he was doing this very large paintings emotionally, whatever colors. You can tell if yours is in a good mood

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or a bad mood, whatever it was, it showed his network, made this connection and seemed very strong and I would like this too but we were both really busy doing the wrong things and we don't really have time to pursue it further, then several years later, I saw the connection everywhere, I saw people being discouraged all the time from thinking themselves as creative. My wife was given a position where she was offered a job in Hong Kong and I had to give up my two businesses here because they told me I wasn't allowed to work which is kind of hard for me to believe it or not because I worked all the time. So I thought this would be a perfect time for Otto and I to work on the book ready to retire, so sort of started researching it and then that's how it really came about

**Nick Skillicorn:** What exactly is this book, the book's trade of view and what is the concept of your creative personality type

**David Goldstein:** The concept is that we all are creative. , it's not just the guy in the graphics department, it's not just the singer on the stage, there's so many ways to be creative and we all have this ability but the problem is we are all discouraged away at a very young age. Another thing that got me started with was that I remembered this thing that shocked me, It was a long time ago I remember in the second grade, the kid next to me saying that he couldn't draw and it was shocking to think that any one that age could think that they could couldn't do something. It's kind of come full circle because my son now is about eight years old and I encouraged him recently to enter an art contest at his school and he is pretty good at it, he is very musical and he came home I don't want to talk, I don't want to talk, a couple of days later I asked him what happened, well my painting wasn't selected and it was a very abstract painting and I said well what got selected because we will very realistic painting and I said how many people entered he said thirty and how many people got selected he said one, so then I picked up one of the art history book that kids book we start looking through pages looking at all these referrals and I said okay if you were the judge, which one will you pick because I can't , they are all different, they are all different styles, and I said exactly, they are all creative and we all have different ways to be creative and so many people are discouraged away from being thinking themselves as creative at a young age, it's so much simple to say I am not creative and leave that to someone else but today the world is changing so much we all have to be adaptive and our greatest chance comes from our creativity for being ourselves, so this is our passion that really got me to want to share this with a lot of people so that's the kind of where that came about

**Nick Skillicorn:** and the concept of the creative personality type is very similar to what you talked about earlier which is the Myers Briggs personality type indicator, a lot of people myself included did this assessment when we went into a certain company to find out what's our working style, and for people who don't know what it is, could you give us a brief background on how the assessment works and what it tells you

**David Goldstein:** Sure, there are many different personality type assessment, they have been around since the Greeks , this one is based on Carl Jung's work and its basically, it divides, it lets you understand your own preference so in order you know yourself better, it's not about a bottom fast rule, it's not like I am always this type or always that type, it's what you prefer and when you are doing that work you prefer you are often most creative, you spend the most time at it, develop your skills, it has a lot to do with its similar to the big five and the disc which a lot of test, I seem to like this better than the others because its non diagnostic, there are no bad times, it's a very healthy way

to look at yourself and its very empowering and some people think personality types they put you in a box but it really , you can never go wrong by knowing more about yourself and what conditions you are most creative in. creativity takes courage and knowing yourself give you the courage to be yourself. That's kind of the basics, there are sixteen different types but those sixteen types are just starting points

**Nick Skillicorn:** And the sixteen different types, a lot of people will quote themselves as being either ENTJ or ISTA or whatever it is called and they are the ones that sort of the most recognizable traits that a lot of people or the fact that this test sort of tells you if you are more of an extroverts or more of an introvert, I think that's what a lot of people here are really interested in because quite often that judgment sort of seems to indicate whether or not you are creative, they think that extroverted people are creative and introverted and quiet people don't have as many ideas, what is your view on that

**David Goldstein:** Yes that's really good, first to break up the misconception about introversion and extroversion, it's not how shy you are, it's not how gregarious you are, its where you get your energy from and extroverts tend to gather energy from being around people and engaging with the objects , introverts tend to get their energy from being alone and you could think you know, when I go to a party do I get tired very quickly, I might enjoy it for an hour or two but do I get tired from people and I want to go home after a few hours or after a few hours if you are an extrovert, you might be tired in the beginning until you start getting involved in the conversations with the people energized you when you want to stay up all night but after party and you want to invite people over the next day and you know people think well I am a little bit of both and I say it's like jumping into cold water, its energizing for the first few minutes but you get tired very quickly if you are in a non preference. When it comes to creativity, you know a lot of introverts, they like to reflect and they might not have the ides on demand as much as the extroverts and they might see themselves as uncreative for that reason, and I go to brain storming sessions someone might say oh you are not very creative, you didn't say anything but it might take them up to a week to come up with this amazing idea that's well thought out. So the idea is to try to give introverts time ahead of time to think about the idea or approached them afterwards. An extroverts sometimes they think they are not creative either, you sound like a little fly on a hill, a big grassy hill you know daydreaming all day, they are creative by engaging in their world as it is today not necessarily today, how they might see it in the future but it could be like setting up a photograph making sure everyone is placed in the right spot, the whole faces show. Extroversion is about moving things around and talk to an introvert and they will envision what the vase or the cup look like in the other side of the room, the extrovert forgets actually moves it and see what happens, it's just a different way of looking at creativity, it's just a tip of the iceberg of how personality types affects the way we are creative. if you find the right environments, an introvert they keep working at the desk and can be a room full of people and take a break, they need to go for a walk to be alone, an extrovert if they are working alone, they might take a break by going out to take coffee and talking to other people and engagements to get more energy. So it's just about knowing the stuff, obviously we both have to survive in both types of environments where we do our best work and the most creative work and where we have the most energy in the environment that suites us best.

**Nick Skillicorn:** And I think that's the most important thing to get across here, a lot of people as you have said they get frustrated through some point in their life they are told oh this isn't like that

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good, you don't have the skills to be an artist or a dancer or a singer and they access themselves therefore as not being creative but you are suggesting that everyone is creative just in different ways.

**David Goldstein:** absolutely and one other piece is that which I tied a personality type theory but it's not really directly but anything creative have two parts, there is the idea, we all have ideas, we all have ideas that works fine, we also have to have a technique to express the idea. So I don't have a great idea for a dance, I have never taken a dance lessons, I don't know the techniques, if I don't know how to write a business plan, I might have a great idea for a business, but the technique is learning how to write a business plan, it could be learning how to paint, it doesn't come naturally to anybody, learning to draw, anyone could learn how to do these things but if you don't spend the time and the efforts to be arrive at, to be a communicator, your ideas don't go anywhere, I suggest that everyone learn a technique one or two or three techniques, learn how to make a video, learn how to make anything to express the ideas that you have to put them into action. A lot of times people think well I can't. If we didn't learn how to drive a car we wouldn't know how to drive a car even if you thought about how to get to a place. It's all about learning the techniques that's big part of why many of us think that we are not creative.

**Nick Skillicorn:** Do you have any sort of examples of the difference between an extrovert being creative and an introvert being creative. Because I know a whole lot of people they like to sort of understand things better if you have got a case study or an example behind it.

**David Goldstein:** Sure, well one example is am actually an introvert, might take it or not from watching me talk, I am not hiding but my co author Otto Kruger was extremely charismatic, in fact my goal before I wrote this book yet to be a best seller but before this was just to be behind the scene guy, I had no intention of ever talking about it but he was 79 80's by the time the book came out he got stoke and he died soon after it , also I feel his idea was so important, we need to get it out that I end up having to talk about it now. Developing skills enough not him but I am a different person but we when we have ideas, I will say I have this concept, this flash that will be great in this book and he will say that's great let's get everyone together and talk about it, call this person that person and come together in the room let's talk about it, I will say no no no let me do some more research and let me try to find some more examples and this is how it came about. Someone like Salvador Dalli, was an extrovert, he was a show man as well as an artist and he loved the spot light while someone like Jackson Pollock never said anything, he hardly said anything ever and he was very much like time alone and he lived really far out of the country at the end of a long island and he liked to be alone and he really didn't get famous into an extrovert named Greenberg, a very famous art critic, he started putting meanings into stories behind paintings I don't know if the story is me and whatever Jackson Pollock's work, but they were put in and Jackson Pollock would named this paintings, that number 47 a and then comment Greenberg would give a big flowery name and keep it attached to it and one of the suggestions I have to everyone is find people of different types to collaborate, if you understand each other Otto and I understood each other, we worked extremely well together, I did my library research and individual interviews from singles from individuals and he did all the stuff for big groups and he would talk to 20000 people, he would love that, the more people the better and what we did is we made a combined product and with Jackson Pollock Sid with Greenberg sounded Ali, it seemed like he didn't need this creative stuff in talking and he was interesting figure could possibly give it, we have tons of examples in the book

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**Nick Skillicorn:** Absolutely, are there any other things when it comes to one type of spectrum or the other when it comes to creativity or there are just extroverts and this is introvert

David Goldstein: Something that is a lot less talked about is intuition and sensor. It's time to gather information and see that personality type is all about how we gather information from the world and how we make decisions and that's the same process I believe that we make have exposed the creative process, we all see the world differently, we will make decisions differently, but this is a framework of how to receive the world and how we make decisions, some people the sentencing type tends to see the world in the detail, they use their five senses, they are very concrete, the variant today they care about solving immediate problems while the intuitive type, they are much more abstract, they don't necessarily need to see anything or touch anything, it's more consensual, its more general, they don't really notice what is happening today, they are running down this lane and they don't really notice because they are thinking about something five years from now because they tend to solve future oriented problems. It's a huge difference how we approach creativity, you can see being in a meeting and a pipe could be burst and the sensing you keep on the road, let's get the buckets to go fix it, the intuitive type will be saying well lets figure out why it broke and lets think lets think of how we can prevent this from happening in the future, but the sensing people will say no get out of there, its flooding there, and the two said let's just examine all the issues to fully understand the problem. The two different ways to solving the problems and the intuitive might prevent this from ever happening again but the sensing might stop it immediately, what the emergency and it's a really important concept, the sensing artists tends to paint for example all the details from edge to edge they like realistic Carlos they like the woman who sat across the test for me they like to paint the bricks, the intuitive they might paint the building or the flower, the intuitive they might paint the building or the flower the intuitive are much more general, they might take the field they might paint the building in a town, it's more of a general way of looking. The colors might not be as realistic and it flows into so many different things, it flows into the business pattern, do we see them today's problems are tomorrow's problems, you know Henry Ford didn't invent the bottom of you only seem to be sensing time you made these incremental changes with the assistant he kept pushing the cross down and making the process more efficient along the assembly line as a sensing type. Thomas Edison seem more like an intuitive type, he created with nothing existed before, he created photographs and light bulbs, and they weren't really press things before, he just kind of came up with entirely new things, it didn't look like anything before. Ford's Carl looked like he was a combination of a bicycle and boat and it looked like a combination of bicycle and boat. On the other hand Edison didn't look like anything that we really imagined before, the sensing usually tend to and it's not a hard and fast rule, the sensing types look in the future in the big picture and theories, the intuitive types also look at the derails, they have to look at the details either way to function in the world but it's a preference, its where your best work come from, the sensing types tend to a like to create by just joining things together and I have to say to add a one plus a two and you get a twelve, you get a one and a two next to each other, you cook a meal with carrot on one side and peas on the other side and a steak. the intuitive they tend to roll things together, you can't really tell where they came from, if they had a one and a two then they get something completely different like a three, its completely different, doesn't look like a one or two or they might feel the carrots and the peas and steak together make a stew and after it sits and marinate and cook for a couple of days, you can't really tell the flavors, they all melt together and it's just something I noticed through our research of interviewing a lot of people looking at famous artists and to Otto's

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life time of experience, he trained tens of thousands of people and he was an unbelievable resource that the first that got together all these theories, and there are theories to begin it with

**Nick Skillicorn:** Do you have any example again of the creative expression from an intuitive versus sensing person

**David Goldstein:** Sure, you all know Rockwell, you can look at his paintings, they are very detailed, the color of people's a briefcase if you look at the briefcase, the sky will be blue and you will be able to tell what is happening and the intuitive type might be someone like Turner who is very abstract and he started out more realistic but as he understood himself and got further into his career, he became more abstract and he didn't care so much if you could tell with the little blobs were actually people, he just cared about the big effects of I am sure you are familiar with his work, he is big flowing sea skates and you can see them from across the room and it's more like the whole thing is what he cared about not the details and that could give you one example of the difference, there we see the art work of the two personality types.

**Nick Skillicorn:** It's interesting that you mentioned he started off more realistic and then moved into his signature style, do you think that these personality styles and creative personality styles are kind of set from birth or do people change over time

**David Goldstein:** Its believed that the personality types remain constant, our style might change or have changed, because we go to school and learn the teachers tell us, this is how you draw and we see examples and we don't really become ourselves to later in life and they call that type of development, there are cases where people have taken the Myers Briggs rule and its changed over time, one of the thing is that often we take it based on how we take, we take it wrong, we take it based on how we think we are supposed to, answer the questions based on a work environment, based on a job requirement but I suggest any one who takes the assessment should take it how you think you are, on a Saturday when you have nothing to do and it's your time and it's the way you actually are because it's a self assessment sometimes we are wrong about ourselves but we don't really change all the time and what we do is we appreciate the non preferences more I happened to be intuitive and I have details much more that I ever did and I know it's not my best and my best work seen it more from but I learn to appreciate it and I think that's where we see some of the variation. One other point about the Myers Briggs rule which is a misconception, people think I am an extreme extrovert or an extreme introvert, it's not when you fall far from the scale that means sure you are an introvert but if you fall in the middle it just shows you are not sure, so if you are not sure sometimes you can move back and forth of what you believe you are

**Nick Skillicorn:** Its interesting, we are coming up to the end of the interview, and one thing I like to ask all of the experts is if you have got one tip or one actionable insight that people can try out this afternoon or this week to start becoming more creative or getting more value out of their own innovation what would you recommend they try

**David Goldstein:** One thing they can do is just a simple exercise, they can look out the window and either describe it in any form they don't have to draw, describe it in words and afterwards look at it and say did I describe the tiny details or did I describe the big picture and I might give you a hint if you are an intuitive or sensing type but the basic thing I say is that you can never go wrong by learning to know about yourself and you can never go wrong by that, you gain confidence by

understanding yourself and confidence is needed in creativity in order to start up honest when we do something creative, we are doing something unique and different, everyone looked at it creates attention in order to have confidence we have to know ourselves and understanding our personality type using the model I used or any system really helps us to develop self confidence and that's really one of the most important things about creativity.

**Nick Skillicorn:** David it's been wonderful speaking with you and I really encourage everyone watching and listening to find out more about you and the work that you do in your book, we are going to have some links down below the video here, can you just quickly describe where those links are going to take people,

**David Goldstein:** Sure my main website is [Daviddgoldstein.com](http://Daviddgoldstein.com), that will take you to a main page which will give you links to my blog and links to how to get the book if you are interested in that and just some of the other things I am doing keeping up with

**Nick Skillicorn:** Perfect, it's been wonderful having you and I look forward to speaking with you again soon

**David Goldstein:** Thanks so much Nick, really appreciate it.