



Center for Creative Learning

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[www.creativelearning.com](http://www.creativelearning.com)

[www.ViewStyle.net](http://www.ViewStyle.net)

# VIEW:

## An Assessment of Problem Solving Style

Dr. Edwin C. Selby, Dr. Donald J. Treffinger, and Dr. Scott G. Isaksen

Problem solving styles are consistent individual differences in the ways people prefer to deal with new ideas, manage change, and respond effectively to complex, open-ended opportunities and challenges. *VIEW: An Assessment of Problem Solving Style* is an easy-to-use tool for assessing problem solving styles among students (in grade six or above), educators, religious leaders, administrators, and managers.

### Use VIEW to help people to:

- Become aware of and appreciate their own style preferences
- Use their style preferences to increase their effectiveness in solving problems and managing change
- Understand and appreciate the styles of others to build teamwork and effective communication
- Discover ways to be at their personal best in their talent and interest areas
- Express and apply their own creativity in their own most powerful way

### VIEW yields three scores:

- **Orientation to Change.** This scale describes the person's perceived preferences in two general styles for managing change and solving problems creatively: the *Explorer* and the *Developer*.
- **Manner of Processing.** This scale describes the person's preference for working *externally* (i.e., with other people throughout the process) or *internally* (i.e., thinking and working alone before sharing ideas with others) when managing change and solving problems.
- **Ways of Deciding.** This scale describes the major emphasis the person gives to *people* (i.e., maintaining harmony and interpersonal relationships) or to *tasks* (i.e., emphasizing logical, rational, and appropriate decisions) when making decisions during problem solving or when managing change.

VIEW is a practical and useful tool; it provides valuable information for team-building, leadership development, and problem solving. VIEW draws upon extensive research and theory on learning style, creativity style, personal type, and cognitive style, and also builds on contemporary theory and research on creativity, innovation, change management, and Creative Problem Solving.

VIEW is easy to administer, score, and interpret. It is a 34-item inventory that individuals can complete in approximately 10 minutes. VIEW has statistical support for its reliability and validity, resulting from more than four years of research and development, involving more than 10,000 subjects from a variety of contexts and settings, and ranging from ages 12 – 80. Additional technical information is available at our website or, upon request, by mail or email. VIEW is available in both a paper edition and a web-based online edition.

## Availability of VIEW

There are two ways to obtain and use VIEW. (*International clients, please note: Translation rights are not included in the purchase of VIEW, and must be negotiated separately if a translation is not available.*)

- **Programs for your group.** We can administer VIEW to your group and conduct a workshop or seminar to share and interpret the individual and group results. We will help arrange a program with one of the VIEW authors or with a member of our referral list of experienced VIEW leaders.
- **Advanced VIEW Training programs.** You may also participate in a one and on-half day VIEW Advanced Training Program. Upon completion, you will be eligible to purchase VIEW at significantly reduced costs, and you will receive a variety of other support resources and benefits.

To obtain more information about VIEW visit the Problem Solving Style page of our website ([www.creativelearning.com](http://www.creativelearning.com)), or, contact:

- The Center for Creative Learning, Inc. in Sarasota, FL, by phone (941.342.9928), by fax (941.342.0064), or by email ([info@creativelearning.com](mailto:info@creativelearning.com)) or
- The Creative Problem Solving Group, Inc. in Orchard Park, NY, by phone (716.667.1324) or by email ([marves@cpsb.com](mailto:marves@cpsb.com)).

## What Others Are Saying About VIEW

"The training for the VIEW instrument was thorough and insightful. As a result, I have complete confidence in my ability to bring value to my clients using this tool."

*John P. Gaulin, President, Success Force, Inc.*

"I have used VIEW with over 300 students preparing for teaching careers in the past three years. VIEW has helped my student teachers gain insights into their own classroom teaching and management styles. I believe that VIEW has helped my student teachers become more sensitive to student learning style differences and better able to adapt a variety of instructional methods to meet student needs."

*John C. Houtz, PhD*

*Professor, Fordham University, NY*

"VIEW gives people rapid yet deep insights into the fundamental human dynamics of creative change and learning. Like the best tools in any field, it is disarmingly easy to engage with and yet has multiple layers of depth and value. It belongs to my core set of tools which get used over and over again."

*Alan Arnett*

*Nine Daisies—a leadership practice (U.K.)*

"Much of the work in our organization is done by teams of volunteers. VIEW has been an invaluable tool that has helped us shape those teams. I appreciate and have greater respect for working styles that are different from my own."

*Mo Guy, Program Materials Coordinator  
Destination ImagiNation, Inc.*

"I'm excited about the possibilities VIEW presents. VIEW is a more robust inventory of problem-solving styles than others on the market and can provide powerful insights to individuals and groups."

*Barbara J. Babij, MSc, MBA, CPA, Canada*

VIEW can help you and the people with whom you work— students, colleagues, or clients— to attain better results, communicate more effectively, solve problems, and manage change.