

IDENTIFYING COGNITIVE DIVERSITY

Directions: Observe the phrases and behaviors demonstrated by your team or group. Identify any areas where there may not be a preference.

ANALYTICAL

Seeks context
Wants/presents clear objectives
Need facts/data to support

CONCEPTUAL

Connects ideas at a global level
Uses “what if” statements
Presents unique, imaginative ideas

STRUCTURAL

Asks about next steps
Takes detailed notes
Follows rules/guidelines

SOCIAL

Considers the impact to the team
Seeks to validate team members
Gathers information through people

EXPRESSIVENESS

Introspective	Talkative
Thinks before speaking	Processes thoughts out loud

ASSERTIVENESS

May present ideas as a question	May present ideas as a statement
Invites consensus	Drives the idea or discussion forward

FLEXIBILITY

Focused	Accommodates changes to the plan
Stays the course	Open to new ideas



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APPLYING COGNITIVE COLLABORATION

Directions: If your team/group does not have a preference in one of the Thinking or Behavioral attributes, use the questions below to ensure group balance.

ANALYTICAL

Do we have clear performance goals?
Do we have clear objectives?
Do we have measurements/budgets?

CONCEPTUAL

Are we taking appropriate risks?
Are we innovating?
Does this connect to the overall business strategy?

STRUCTURAL

Do we have clear priorities?
Do we have clear plans?
Do we have clear timelines?

SOCIAL

Do we understand each other?
Do we understand our customer?
What is the impact to the end user?

EXPRESSIVENESS

Are we listening? Are we allowing for discussion?

ASSERTIVENESS

Have we fully thought this through? Are we driving ideas forward?

FLEXIBILITY

How do we remain focused? Are we considering new ideas/information?



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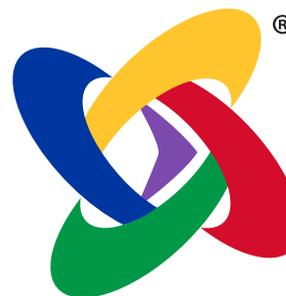
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