

Identifying Acutities

Using the definitions below, mark how you identify with the four roles.

Ten is the strongest association, five is neutral and zero is the least association.

CONCEPTUALIST	FORMALIST	OPERATIONS	TECHNICIAN	
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The **Conceptualist** role typically provides ideas, concepts and the 'visionary' direction of the group.

The **Formalist** role typically excels at production tasks that relate to organization of content, adherence to formal requirements and quality of craft.

The **Operations** role typically offers professional demeanor, documentation of process and articulation of verbal and/or visual presentation.

The **Technician** role often excels at performing research and using technology.