

LEVEL	CATEGORY	KEY ATTRIBUTE	DESCRIPTION	EXAMPLE
I	STRATEGIC THINKER	Complete and Fully Integrated	A complete vision. The ability to identify great concepts. A commanding view in all directions of one's game plan. The condition where one has identified and addressed all key facets of life and business. A clear plan, methodology, or series of steps for achieving a specific objective.	As CEO , Tom uses and incorporates all the levels of thinking. He views near-term and long-term issues similarly. He maintains a written overview of the company's 'Purpose, People, Productivity, and Progress' as well as all of their essential sub-elements.
II	CREATIVE THINKER	Original Thought	The ability to 'think outside the box' and generate new, fresh ideas and concepts. At times the creative thinker may engage in 'frame breaking' whereby old models, standards, and frameworks are smashed and reconstructed.	As an executive , Tom invites the flow of new information, and facilitates ideas and suggestions from all levels. He knows that 'business as usual' techniques are risky in the hyper-competitive market. While attending to core operational responsibilities, Tom generates, tests, and implements more effective ideas.
III	PRODUCTIVE THINKER	Synthesize	A deeper understanding of how 'land, labor, and capital' combine to generate profits. The productive thinker is constantly asking, 'How can I work with what I have and leave things better than I found them?'	In his department head role, Tom appreciates how the real estate, people, resources, and flow of money all combine to generate profits. He studies the branch locations, the training and development of the people, the quality of products and services, and how they work together to generate profits.
IV	ANALYTICAL THINKER	Compare and Contrast	An ability to analyze, evaluate, and compare options. This can include going outside the organization and evaluating others. Comparing and contrasting others and their methods of operations.	In his regional management role, Tom monitors and compares all the various branches in his region and the reasons for their differences. When he notes high performance, he shares those tips with others. When he notes low performance, he insures that the lessons gained are shared with others.
V	CRITICAL THINKER	Explore, Question, and Evaluate	As one gains experience in the business or objective, they begin to research more and more into new areas. The critical thinker employs various methods of inquiry in an effort to appreciate the full scope of the business of operation.	As a branch manager , Tom runs the operations at his location. He explores, questions, and evaluates what other managers do, as well as becomes more familiar with the overall corporate culture and operations.
VI	SYNERGETIC THINKER	Relationship Between Tasks	The synergistic thinker comprehends how their task integrates with others, and thus they transform from a 'solo role' to more of a 'team role.' The evaluation of inter-relationships and their effectiveness.	As assistant branch manager , Tom helps all the 'moving parts' of operations. He has the ability to step in and assist in any given task or chore.
VII	PROCESS THINKER	Comprehension and Application	The ability to understand information and apply it in a useful way. This is 'hands on' thinking where action takes place. The process thinking student can go outside of the classroom and conduct research. In business, they can work effectively in a clerical, assembly, or sales role or other outlined process.	Tom gets involved in the actual production of french fries. He dutifully follows all the of the company's rules and procedures for making high-quality, crisp french fries. He is promoted to ' French Fry Captain. '
VIII	CONCEPTIONAL THINKER	Factual Recall	The 'school class' ability to focus on presented information and commit it to memory for later recall.	Although new, Tom has a passion for the business. As a newly hired employee and trainee , Tom watches those who make french fries for the restaurant. He observes the process, such as batch measurements, weight, fry-time, handling, etc.

High-level thinking is a cumulative process whereby each level encompasses each category below it. Strategic Thinking is the pinnacle and includes the ability to utilize all of the categories of thinking. ©2019 Core IQ. All rights reserved.