

Creativity Thinking out of the Box

Creativity allows individuals to view every aspect on earth, explore new paths, as well as find new discoveries that help to advance our consistently thriving world of business. Without creativity, we would only see what is visible to the eye. To evolve as a business, it is critical to look beyond what is visible and consider new ideas. When creativity is incorporated into daily workplace practices, there is a strong increase in the opportunities to grow, engagement, and productivity.

Breaking Down Creativity

Creativity may be defined as using imaginative or original ideas, and forming something new and valuable. With creativity and innovative practices, ideas can be turned into reality. Creativity helps to challenge an employee's way of thinking, and allows for new business opportunities to arise. Creative thinking is about expansion of perception, seeking patterns, and reaching solutions.

Creativity is an incredibly valuable factor for business success. It is what differentiates companies from one another, making each one their own. It encourages new ideas to be developed and effective problem-solving to be discussed and resolved. Creativity is critical if we wish to shape the future.

The Creative Process

The creative process is based on problem solving and making connections. It begins by analyzing a problem, determining strategies and possible solutions, followed by turning these ideas into reality. The process adheres to five stages, however individuals may alternate back and forth between the stages. The five stages of the creative process are...

- 1. Preparation**
- 2. Incubation**
- 3. Illumination**
- 4. Evaluation**
- 5. Verification**

Fostering a Creative Workplace

When employees are provided with a suitable environment that supports creative practices, they are more likely to flourish with creativity. Creativity and innovation are dependent on psychological and physical settings, in which employers should understand in order to achieve success through creativity. There are certain factors that can be taken into account when maintaining a company that strives for happiness and innovation, including effective feedback, positivity, as well as assembling a diverse, collaborative team.

The Creative Team

A creative team will have the power to collaborate, as well as generate ideas and innovation that connect with company objectives. This team works best when each member has unique skill sets that are complementary to one another. When creative employees confidently work together and communicate, they will have the ability to resolve conflicts and discover ideas that appeal to the target audience.

A creative team is able to:

- Identify opportunities
- Show respect
- Master active listening
- Set goals that focus on company values

Recognizing Obstacles

Practicing creative thinking is not always smooth and straightforward. Life is unpredictable; challenges can arise that will interfere with work productivity and impede on creative abilities. While some of these challenges are out of our control, there are others that are more easily recognized and avoidable.

Common obstacles to creative thinking include...

- Being afraid to fail
- Distractions
- Stressors
- Lack of sleep
- Lack of time management

Finding Your Creative Mind

It is common to hear people say that they do not have a creative bone in their body. *Everyone* has inner creative potential, however sometimes this potential has to become unleashed. It is inside each and every one of us. Discovering your inner creative potential will help to improve both mental and physical health, as well as contribute to your strength as an employee.