

Creativity- The Mantra to Success

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Creativity is the ability to respond to all that goes on around us, to choose from the hundreds of possibilities of thought, feeling, action, and reaction that arise within us, and to put these together in a unique response, expression, or message that carries moment, passion, and meaning. In general terms, creativity is a way of looking at things with a new and different perspective or it is the tendency to generate or recognize ideas, alternatives or possibilities thus to find new solutions to problems. In other words, it is the thinking out of box. It empowers people by adding strength to their natural abilities which improves team work, productivity and where appropriate profits. It develops people's problem solving and critical thinking skills needed to achieve lifelong success. Creativity is more than 'fireworks of the mind.' It's more than making innovative connections between unrelated things. However,



“Creativity is not a talent, but it is a skill that can be learnt”.

Everybody is born with certain creativity. However, it takes some efforts to develop this ability and stimulation of the brain. Thus, there are some steps a parent might take to strengthen and help develop a child's creativity such as allowing the child freedom to develop creativity and avoiding constant adult supervision and control over them. Creativity brings with it a fresh attitude towards ideas and solutions. It is a way of breaking the conventional and traditional barriers, and going beyond the obvious.



Characteristics of the creative person

- Curious
- Seek problems
- Enjoys challenge
- Optimistic
- Able to suspend judgment
- Imaginative
- Sees problems as opportunities

- Does not give up easily

Need for creativity

1. **Creativity can solve almost any problem:** We live in a world of highly unstable things. Every day we are facing something new which may be new people, new information, new technologies or new problems. In this world traditional problem solving methods/ conventional brain storming are not always effective. Moreover, usually realities move faster than we can solve the problem by traditional methods. Thus, in many cases we must find out new flexible solutions or creative solutions to deal with the problems or various situations. The more solutions we have the greater the chance that we will achieve our goals. New ideas can open up new worlds, new insights and new way of doing old things.
2. **Creativity offers employment and wage:** Uncertain economic conditions have prompted organizations to rethink their hiring process. In their quest to find the best candidates, most organizations have now realized that they have to look beyond academic qualifications and experience. They are scouting for people who can not only complete their job at hand but also bring new perspectives to the table. Sharp thinkers and proactive resources are, therefore, in demand today as they can help a company/ Organization grow in the right direction
3. **Creative People Find New Opportunities:**
4. **To be creative is the most exciting thing you can do:** What you need to understand is that your creativity is what makes your life fun and is what gets you excited each and every day you wake up in the morning. That is when you allow yourself to be your true self- you must stop worrying about what other people think or say about you. If you have fun doing it and it keeps you constantly thinking and trying to figure out a new and better way, then that is what you need to focus on in life because creativity is what pushes passion.

Barriers to creativity

- Routines and habits: It simply is like that; it is right;
- Wrong categories: Generalizations, wrong presumptions
- Premature evaluation: Too early criticism, typical idea killers
- Emotional insecurity: Fear of exposing oneself
- Cultural barriers: Culture of logical and conclusive thinking, no intuition

- Intellectual barriers

Negative Attitudes that block creativity

- Oh no problem
- It cannot be done
- I cannot do it
- But I am not creative
- What will people think?
- I might fail
- The Right Answer
- That's Not Logical
- Follow The Rules
- Be Practical
- That's Not My Area
- Don't Be Foolish
- Avoid Ambiguity
- To Err Is Wrong



Requirements for creativity: Anyone can become a creative genius but he or she should have

1. Desire to be creative
2. Curiosity
3. Challenging spirit
4. Generation of idea: During idea generation remember following principles
 - There are no limits to imagination
 - Quantity comes before quality
 - Take up the ideas of others and develop them
 - Imagine the familiar in a new light
 - Find links among unrelated phenomena
 - Realize the impact of change
 - Accept new perspectives
 - Follow a broad and moving path
 - Avoid negative thinking
 - Any kind of criticism is strictly forbidden
 - Avoid the patterned thinking
 - Creativity takes a lot of work and perseverance

“Defer all the judgment when generating ideas”
5. Evaluation and Planning: After collecting all the ideas organize them before execution. Then set up the flow to be followed and plan all the actions required for implementing the ideas. Planning is important because it helps creative workers find focus and use their time wisely. However, evaluation has to be done only after listing out all the ideas
6. Hard work: Creativity requires hard work and patience to turn ideas into viable output
7. Rest: Whenever exhausted take a break and rest



After completing creative tasks, successful workers reflect on what they have learned during the process. They may review, for example, how often they practiced and what helped them do so more consistently. By applying these lessons to future creative endeavors, workers can improve their efficiency in finishing tasks.

Conclusion:

Creativity is a phenomenon whereby something new and somehow valuable is formed. The created item may be intangible (such as an idea, a scientific theory, a musical composition, or a joke) or a physical object (such as an invention, a literary work, or a painting). Creativity is not a talent, but it is a skill that can be learnt. As we are now living in the age of creativity developing this skill is the most crucial factor for future success. The five essential behaviors required for creativity include associating (drawing connections between questions, problems, or ideas from unrelated fields), questioning (posing queries that challenge common wisdom), observing (scrutinizing the behavior of others to identify new ways of doing things), networking (meeting people with different ideas and perspectives) and experimenting (constructing interactive experiences and provoking unorthodox responses to see what insights emerge). Always remember “There is never one good solution. But there are always solutions”.