

Business organizations are often designed for change as the norm. An enterprising management keeps innovative and foster creativity to survive long. Organizations try to focus on creating change rather than reacting to it. This is the purpose for which they engage the services of Professionals - be it as a full time Executive or as a Consultant to support the desired change in the organizations from time to time.

A Professional is engaged in a particular activity is required to be an expert in the subject he is dealing with. With his deep knowledge in the subject, he should be able to help other people find a solution to their problems related to his profession. Many professionals earn handsome amount by being more creative in their dealings. A professional gets his professionalism not only from his knowledge about the subject, but also through hard work and number of years of experience. The professionalism must be reflected in his words and deeds. A professional can afford to continue in the existing employment or retain the client with more new ideas and attract prospective employers or customers with a creative approach to offer better services. Client retention depends on it.

Childhood Creativity:

Creativity is a force that enables children to solve problems for which they have no experience. Children practice creativity daily because they depend on it to navigate through the multitude of novel situations that they experience in the world. However, as we grow older, we have less need to rely on our creativity as our primary problem solving method. Despite the popular notion that "everyone is creative", unless it is practiced, developed, nurtured and cultivated, our creativity becomes latent.

Creativity is therefore essential to everybody. More than merely a good artistic ability or an active imagination, it is a combination of process, product, thought and action. It combines trial and error, imagination, and freedom that ultimately reconfigures what used to be, into something new. Creativity therefore matters not only to organizations but also to professionals to experience the hope of new possibilities. Whether we want to make a difference in our world, in business or simply in our own lives, creativity is deeply needed for everyone and everywhere.

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How can professionals maximise their idea pool and creativity? :

To have an edge over others and be unique, start with the essentials listed below to assess your present circumstances and gauge your ability to increase business while “Building Your Creative Brand” with some powerful techniques. The purpose of these essentials is to build a strong foundation for success. The ‘platform’ will supply you with a multitude of options for building strategies towards achieving your own brand of CREATIVITY. Learning and fine-tuning creativity involves mastery of 9 essentials.

1 # Take Delight In Deep Thinking:

Adopt an uncritical frame of mind in order to generate a large set of ideas. Then apply reductive thinking [seeking to explain complex things in terms of simple structures and systems], which involves being logical, practical, focused, conservative and feasible. Creativity requires us not to accept things at face value. Deep thinking allows us to ponder and observe rather than judge. By suspending judgment and allowing ourselves to become completely absorbed in our curiosity, to contemplate "what is?", "what else?", "what if?", "what about?", and "why not?", we begin to see beyond the standard answer and open ourselves up to new possibilities. If anyone asks you a question today and your answer to it is “No” then make sure that the answer for the same question tomorrow is “Yes” – Be inquisitive !! Creativity and innovation are to personal and organizational growth like what Water is to a Garden.

2 # Work With Ideas:

Creativity and Innovation are often used interchangeably they ought to be considered separate and distinct. Creativity can be described as problem identification and idea generation whereas Innovation is idea selection, development and commercialization. Creativity can be measured according to the number of ideas produced [idea pool], the diversity of ideas and the novelty of ideas. Words are the verbal symbols of ideas. Words act as springboard to our ideas. The more words you know, the more ideas you get - learn vocabulary!! Then you will be *thinking about* and *thinking with* new words and refreshing ideas.

3 # Apply Strengths:

Are some people creative and others not? Creative people are usually interested in everything. Explore your strengths from every angle. Pull them apart. Put them back together. Contemplate, play and challenge everything you can about it. Be curious about everything, and consider in what ways and contexts your strengths could be applied and connected to other areas. Give yourself permission to change your mind. Discover every possible use for what you've got. Use it. Reflect on it. Use it some more.

4 # Level Of Imperfection:

Is creativity a talent or can it be learned and developed? There is an increasing emphasis by the Business organizations on achieving individual perfection with little tolerance for getting it wrong. To foster creativity, we have to be willing to place a higher importance on immersing ourselves in the world, than we do on being perfect. We tend to tolerate imperfection in others more readily than in ourselves. Therefore, freeing ourselves from the chains of perfectionism is required when we wish to be more creative.

5 # Engage In Process:

Creativity is not simply a thought, but requires an action. The most imaginative visions are not creative until they are translated into being. This includes identifying the problem, intensely investigating, seeking stimuli, using techniques to force idea generation. Try to engage in unrelated activities to trigger a process of acquiring knowledge by the use of reasoning, intuition, or perception. Best way is to Play Chess. Chess is not simply a game...it is an amazing tool for the development of the mind, and it just so happens that it is a "board game." By adding a chess board to your home, small business, or corporation, this game can challenge you and your team to think fast, think under pressure, and to think several moves ahead that lead to creativity. It is a fantastic game for developing vision, elements of strategic planning, and for anticipating a potential change from a customer or competitor.

6 # Collaborative Than Independent:

Creativity is a collaborative process and everything that is created is simply a new version of what was before. To approach any problem creatively, one has to be able to connect all parts, to be able to discover unexpected interactions and inter-relationships that you might not otherwise have seen. People who are creative tend to have a tendency to see most things (including themselves) as one part of a bigger whole, where they can actively influence and shape the world they live in. In order to be creative one needs to challenge himself to see interdependencies, rather than seeking to be alone and isolated from rest of the world.

7 # Look For Competencies:

Once your unique qualities are discovered, it is much easier to speak to others clearly and in a way that they can hear you. Your communications will become less stressful and more likely to hit your intended target. A clear path will begin to unfold. Create a tagline or 'personal mantra' to easily state your unique qualities and benefits. Practice with a mentor until you find the best one. Create a plan for communicating and begin to implement. An essential raw material of the idea generation process is to build and bridge your own and others' experiences, tacit knowledge and intellectual competencies. Explore and use all competencies to better your creativity.

8 # Articulate Targets:

Set incremental and final deadlines. Targets produce more output than simply "do your best." Creativity emerges on compulsion to deliver goods that too with targets. This in turn causes an adrenaline rush - A surge of strength and energy to be more creative.

9 # Discover Creative Role Model:

The difference between someone who is creative, and someone who is not, is simply whether creativity has been allowed to flourish or wither. Instead of sitting back in the hope that creativity will discover us, we need to actively seek out sources of inspiration for creativity. Surrounding ourselves with people who navigate through their own lives with creativity provides valuable insight into the genuine nature and nuance of creativity [*a very slight difference in meaning, feeling, tone, or color*]. Observing, discussing, and sharing stories with (or about) the people who inspire our passions can help us identify the core values and strategies that might be useful in our own creative development.

9 Essentials For Creativity

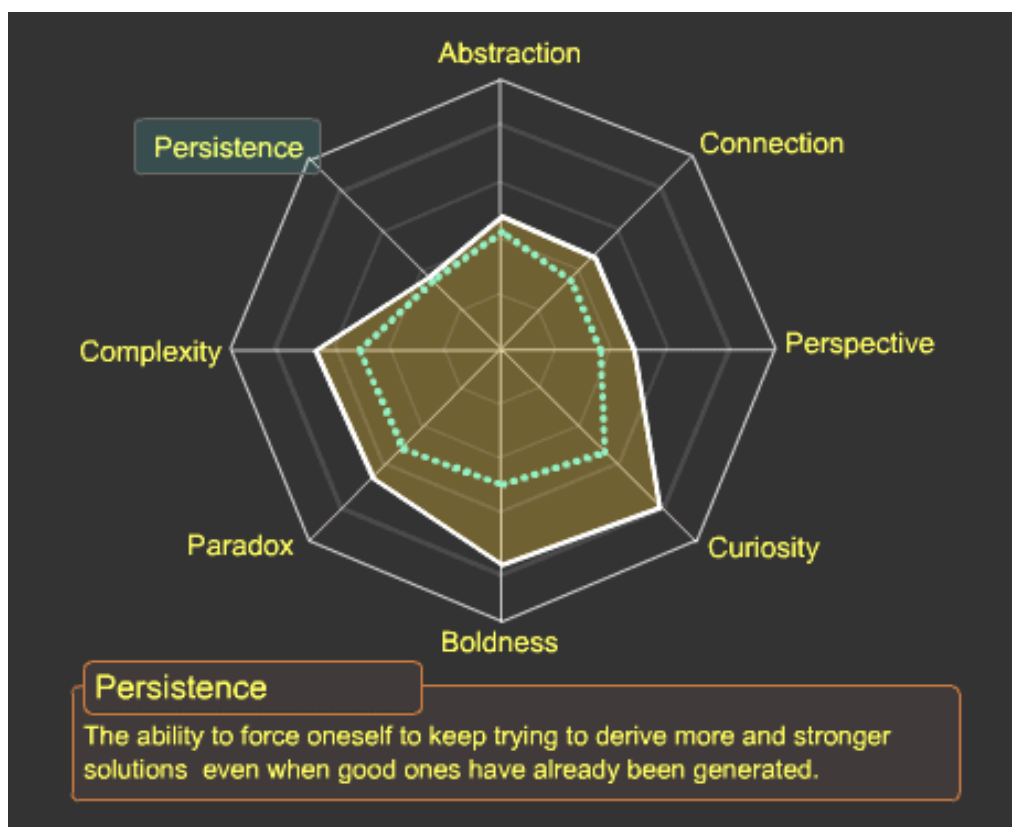
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To be human is to be creative and most of today's creativity is tied to economics. An idea's worth is what it can be sold for. Creativity can't be manufactured but it can be managed. The final condition is practice. If the innovator ceases to create then the innovation ceases.

Resources:

How creative are you? Here is a fantastic tool that can provide you with amazing insight into understanding your own creativity. This ***Creativity Self Assessment Test*** offers a profile of your level of creativity in eight areas and your personal score is compared with the global average score. The questionnaire contains 40 questions arranged in three sections. The test takes no longer than 10 minutes of your time. You will receive a FREE assessment of your level of creativity measured across 8 different metrics. The result is a radar diagram which looks like the following figure that indicates where you score better or worse than the average.



Take the test now! Click or copy and paste the following link in your web-browser. <http://www.creax.com/csa>

Quotations for Creative Thinking

View and use the quotes which will help motivate your creative process.

Click or copy and paste the following link in your web-browser.

<http://creativequotations.com>

Utilizing and reviewing these essentials with resources in this article on a continuous basis can yield the results you desire. This information can also be an excellent method to review with your peers to ensure correct application while building additional strategies for your creativity. Strength in Creativity is indeed a pivotal element for success. With these strategies, creativity will become much more than a goal...it will become a way of living.

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