Why Study Creativity?

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Because your brain will thank you...

- **Develop your potential beyond the boundaries of intelligence**
  Expand on your abilities. Develop all of your potential!

- **Rapid growth of competition in business and industry**
  In a world of increasing complexity, change, and competition, generating new ideas and bringing them to the table is now essential for corporate management. Successful businesses are the ones that instill creativity throughout the organization.

- **Effective use of human resources creativity is a human resource which exists in all organizations**
  To survive in today's economy, it is imperative for an organization to nurture the creative potential of its human resources.

- **Discover new and better ways to solve problems**
  Increasingly, the problems you face are complex and open-ended. Knowledge alone isn't enough to reach innovative solutions. Creative thinking skills are required.

- **Development of society**
  Creativity is a central factor in our ability to continue to adapt to the changing environment. If a nation actively seeks to nurture creativity, it will play a part in making history.

- **Building on the nature of knowledge**
  Creativity skills can assist an individual in enhancing his or her knowledge base. Without creative thinking, an individual is condemned to stay within the knowledge base as it is given.

- **Natural human phenomenon**
  Creativity is very democratic! Everyone has some, but to varying levels and degrees. We know these abilities can be enhanced.

- **Important aspect of mental health**
  Individuals who are capable of incorporating creativity into their lives can enjoy the experience of discovering, developing, and utilizing their many talents. Skills relevant to creativity are also useful in coping with life's challenges. There is no doubt, creative thinking is a critical life skill.
• **Growing body of interest**
  There is a growing body of literature that represents impressive progress in understanding the nature of creativity. Moreover, there have been a large number of national and international conferences on creativity for over 50 years.

• **Builds on all disciplines**
  Creativity is in all fields—from chemistry to engineering, education to computer science, sociology to business.

• **Contributes to effective leadership**
  It is the application of creativity skills that distinguishes a manager who maintains the status quo from a leader who supplies a new direction or vision. By internalizing the spirit of creativity and the principles of creative problem solving, an individual can be transformed into a change leader.

• **Enhances the process of learning**
  The nature of learning requires the use of skills associated with creativity. Educators adopt a creative approach to teaching are more likely to deliver content and create a learning environment that develops higher order thinking skills.