

# Creativity and innovation being major skills in boosting your career

You must have heard a lot of creativity and innovation and why are they important? Today , I am going to tell you how creativity and innovation can boost your career? Trust me , this is very important to know. First of all , let's understand what creativity and innovation are. Creativity is using your imagination or ideas to create something , discovering something. It's about bringing that newness using your skills and mind. Innovation is about innovating a new idea , method or a product. Almost anybody can implement the steps in a process; however, it takes creativity to invent that process and come up with solutions that solve problems even at a minor level . Now ,creativity and innovation go hand in hand.

## HOW ARE THEY IMPORTANT TO YOU?

Creativity changes you as a person. The more creative you become , the more optimistic you become. Your approach towards things changes. You will start doing things out of desire to learn more new things. You will get excited by challenges and your mind will run towards the solution. It will expose you to new ideas and methods. It will make you passionate about process improvement. It will make the learning so easy for you , you will be able to absorb things efficiently , you will become more mature at things , it will enable you to think in alternate ways , it will increase your confidence and curiosity , it will improve your communication skills , it will broaden your perspective and will free you from biases and prejudices . Now , you know how important creativity and innovation is? You are thinking about it and relating it with yourself. Keep listening and let me help you with all your doubts regarding creativity.

Now , if you are studying in college , creativity defines you. The way you respond to things , the way you approach things and the way you complete things defines you. For example , if a professor is asking you a question during lecture or viva , you need to creatively frame your answer and present it. That's where your creative mindset will come in. During exams , while writing descriptive answers which hold a lot of marks , you need to put your best foot forward. During presentations , you need to make your content and present your content in an innovative way. While giving an interview , you will be asked about a lot of things. If you give dull and boring answers , it's going to be a disadvantage for you. , whereas if you have a creative mind , you will know how to answer that particular question and you will try to answer it that way only.

Even if you take small steps , like naming your team with a unique title , it helps you shine out. From reports to projects to publishing research papers , you need to learn to be interesting and write it as creatively as possible. It will help you build a fresh perspective to solve problems. It will help you find strategies to challenge the limitations and go beyond the barriers. You will be joining clubs and you need to talk creatively , write creatively ,read creatively and show whatever skill you have creatively so that the audience appreciates it.

I ll give you some tips to work upon in order to be more creative:

- Write down your ideas.
- Give your mind a chance to daydream. Use your imagination.
- Start observing , start interpreting.
- Think a lot about problems .
- Talk to multiple people and brainstorm your ideas.
- Ask questions and generate possible answers.

- Think critically. Don't respond in a classic way , try something new.
- Gather knowledge.
- Express yourself and your ideas
- improve your focus
- First , think of a basic problem then come up with at least 10 quick ideas for how you could solve it. This is called the "popcorn approach" .
- Be happy with what you are doing.

These little things will make you stand out from the crowd . It will help you with being unique and get noticed. From building reputation to building networks , your creativity is going to help you in every aspect. Companies that invest time, effort and money in finding new and better ways of doing things have an advantage over others in the market

It's not only important if you are studying , if you are doing a job or a business , creativity and innovation can help you reach heights. Businesses are now paying more attention to the benefits of encouraging innovation . 63% of companies now have chief innovation officers to encourage new ideas and systems. Innovation doesn't just help a company to offer exciting new products and services to customers. It also allows companies to stay profitable and survive in the market. It gives that competitive advantage to your company. For example , LEGO company which is famous for making block toys used creativity and customer collaboration to grow immensely.

A company should be customer centric. They should focus on the demands of customers and creatively solve customer's problems. They should use innovation to be responsive to customers. For example , Apple . By keeping the company's goal of improving people's lives through convenient and unique personal electronics, the company stayed on the path to market dominance. When it comes to innovation, don't be afraid to get your customers involved. A great example is Starbucks, which ran its "My Starbucks Idea" portal from 2007 to 2017, receiving over 150,000 suggestions from dedicated Starbucks fans as a result. So , using these tactics , your engagement increases and definitely you will be getting valuable feedback.

Also, innovation brings together a lot of collaboration. When you group your staff together for innovative projects and value their presence personally , it makes them feel valued, engaged, and more cohesive. It helps in employee satisfaction and retention. A good company should also be staff-driven so that the working environment is happy and collaborative. By giving your staff importance and making them indulge in solving problems , you will get multiple inputs on how to improve. From very small details to large problems , your staff will help you get through it and improve it using their ideas. Steve Jobs also said, "It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do." Smart tools can also help you save time and efforts and use that time to invest somewhere else. Whether it's project management software, online collaboration platforms, or even cloud accounting products, everything is just getting easier using new technologies. It will help you reduce costs and work faster. You can also encourage your staff by giving them rewards or promoting them because they gave a very good innovative solution. That will encourage more people to think in that way.

Innovation will also bring failures sometimes. It's not necessary that you will succeed every time with every idea. You need to get used to the failures. Because failures are a part of your journey .As CEO of Coca-Cola James Quincey said, "If we're not making mistakes, we're not trying hard enough." But you need to believe in yourself and make that happen. Improve and try again but don't give up if you think it's worth fighting for.

I also think that with changing time , changing technology , changing approaches and changing environment , leaders should also be changed. Why to think in that old conventional way when you can think differently and improve the challenges. So , change in leader will help in doing that.

Creativity will make you think about adjacencies. For instance , if you are selling particular kinds of product. What parallel products you can launch are called adjacencies , so you will also get an idea to scale your business using a variety of products that are similar in nature. It helps you consider multiple angles and aspects and decide accordingly. You also need to be clear and ask questions in order to grow. Because as you question , your mind has started observing things and observing is a very integral part of innovation.

Keep yourself surrounded with some inspiration that will help you succeed. Something that makes your mind provocative. Try and do things more efficiently using your creative thinking. Being creative is also about being a leader. Because in implementing your idea , you will collaborate with a lot of your colleagues and you will guide and lead them. Be adaptive to learning new things and changing the approach. Because in order to grow fast , you need to be updated with the new things.

Participate in innovative hubs which are places for representatives to get together and discuss innovation. If you get the chance to participate in one of these hubs , it will surely help you grow a creative mindset. You can attend some workshops regarding that. Or else it will come with practice and experience.

You will definitely grow by using your creativity and innovation. So , good luck with that. Thank you for listening!