



GROUP - 3

# CULTIVATING CREATIVITY

## ENTREPRENEURSHIP SKILLS AND PROFESSIONAL ETHICS

Team

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# CREATIVITY IN ENTREPRENEURSHIP

**Creativity** is the engine that turns simple ideas into powerful businesses. In entrepreneurship, it matters because:

- It helps discover opportunities
- Creative thinking allows entrepreneurs to spot gaps in the market that others ignore.
- It leads to innovation
- New products, services, and business models are born when someone dares to think differently.
- It solves problems effectively.
- Entrepreneurs constantly face challenges, creativity helps them find smart, practical solutions instead of giving up.
- It creates competitive advantage
- In crowded markets, creativity makes a business stand out from the rest.
- It drives growth and sustainability.
- Creative entrepreneurs adapt faster to changes in technology, customer needs, and trends.

*Without creativity, entrepreneurship becomes imitation. With creativity, it becomes transformation.*

# IMPORTANCE OF CREATIVITY

- Helps in problem solving
- Improves imagination
- Builds confidence
- Useful in studies and daily life
- Encourages innovation
- Improves decision-making skills
- Makes life more enjoyable
- Reduces fear of failure

# MYTHS & REALITY OF CREATIVITY IN ENTREPRENEURSHIP

## Common Myths :

- Only artists or inventors are creative
- Creativity is inborn, not learned
- Entrepreneurs need money, not creativity

## Reality in Entrepreneurship :

- Entrepreneurs use creativity to solve market problems
- Creativity develops through observation and experience
- Creative thinking helps overcome limited resources

*In entrepreneurship, creativity  
is a survival skill, not a luxury*

# CREATIVITY IN DAILY LIFE OF AN ENTREPRENEUR

Creativity is not used only for big ideas, it appears in everyday decisions of an entrepreneur:

- **In product design:** Making products more useful, attractive, or affordable.
- **In marketing:** Finding unique ways to reach customers through storytelling, social media, or branding.
- **In managing resources:** Doing more with less, saving cost through smart planning and alternative methods.
- **In problem-solving:** When things go wrong, creative thinking helps find quick and effective fixes.
- **In team management:** Motivating people, resolving conflicts, and building a positive work culture.

*For an entrepreneur, creativity is not a special event, it is a daily habit.*



# CREATIVITY IN ENGINEERING AND TECHNOLOGY

## Innovation in Engineering Solutions

- Solves real-world problems and creates business opportunities
- Encourages use of new ideas and advanced technologies
- Improves sustainability and performance, increasing market value

## Product Design

- Enhances usability and customer satisfaction
- Ensures safety and ethical standards, building trust
- Improves functionality and appearance for competitive advantage

## Automation and Smart Systems

- Reduces human effort and operational costs
- Increases efficiency and productivity for businesses
- Enables smart operations and scalable solutions

# BARRIERS TO CREATIVITY

1

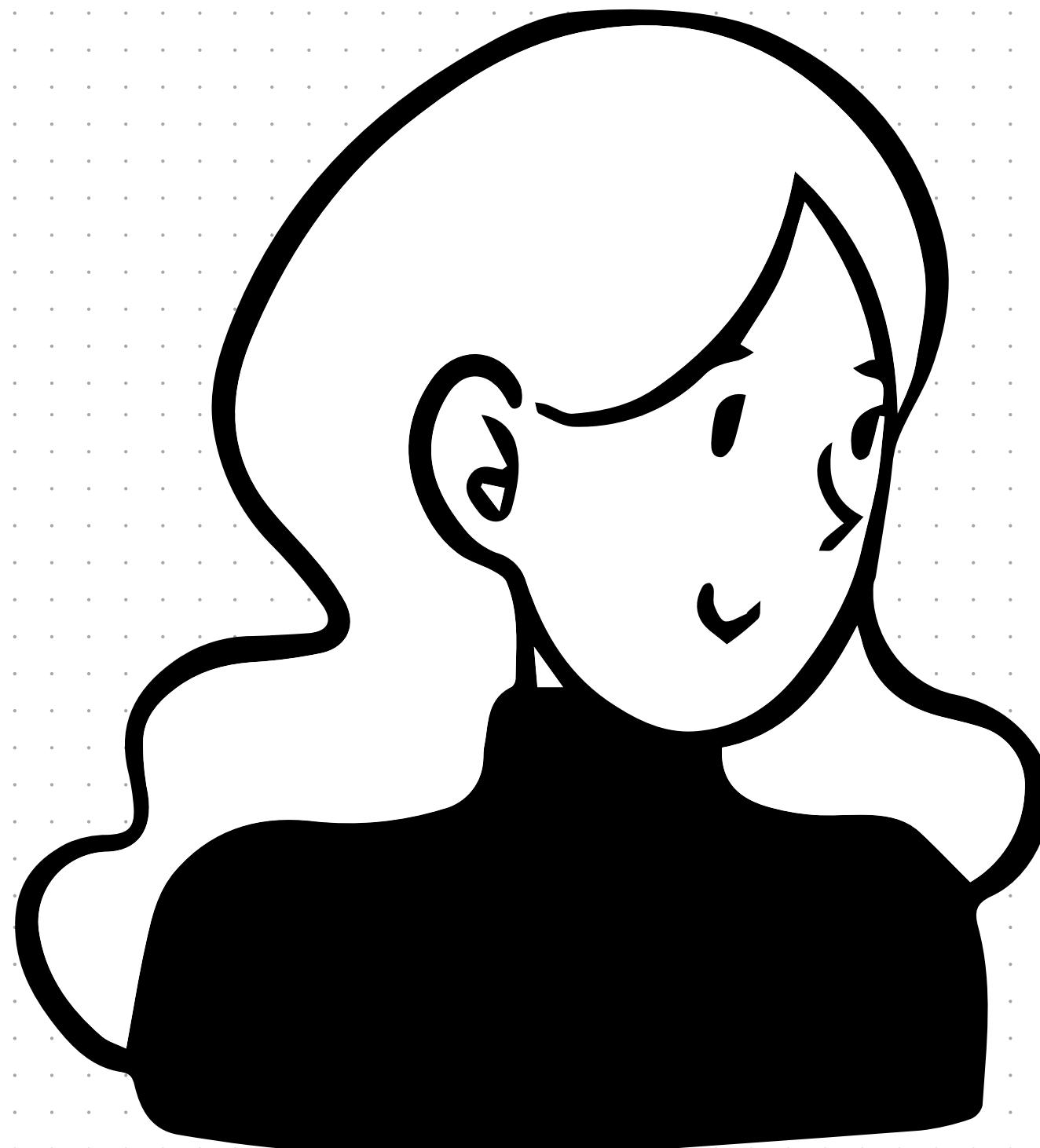
- Fear of failure and making mistakes
- Fear of judgement and criticism
- Fixed mindset and rigid thinking
- Over-dependence on routine
- Lack of confidence in one's ideas
- Time pressure and stress
- Limited exposure to new experiences

# DEVELOPING A CREATIVE MINDSET

2

- **Curiosity** and questioning attitude
- Openness to **new ideas** and perspectives
- Willingness to **experiment** and take **risks**
- Acceptance of failure as **learning**
- **Positive** and growth-oriented **thinking**
- Flexibility in **problem-solving**

# TECHNIQUES TO CULTIVATE CREATIVITY



- **Brainstorming** in groups or individually
- **Mind mapping** to organize ideas
- **SCAMPER technique** for modifying ideas
- **Reverse thinking** to challenge assumptions
- **Lateral thinking** exercises
- Observation and user **feedback**

# CONCLUSION

- Creativity is the **backbone of entrepreneurship**
- Creative thinking leads to successful ventures
- It helps entrepreneurs **identify new opportunities**
- Creativity encourages innovation and problem-solving
- It helps businesses **adapt to changing markets**
- Creative ideas give a competitive advantage
- Cultivating creativity leads to **long-term growth and sustainability**

**THANK  
you!!**