

# Creativity



# CREATIVITY



We all know that creativity is an essential attribute to business success. According to (Us et al., 2018), creativity is the act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.

## The Components of Creativity

Two of the primary components of creativity include:

1. Originality: The idea should be something new that is not simply an extension of something else that already exists.
2. Functionality: The idea needs to actually work or possess some degree of usefulness.

Csikszentmihalyi suggests that creative people tend to possess a variety of traits that contribute to their innovative thinking. Some of these key traits include: Energy: Creative people tend to possess a great deal of both physical and mental energy. However, they also tend to spend a great deal of time quietly thinking and reflecting. Intelligence: Psychologists have long believed that intelligence plays a critical role in creativity. The late Maya Angelou also suggested that thinking creativity helps foster even greater creativity.

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