

Out of the Box - The Power of Creativity

There is no point in denying the importance of creativity in both private life and in a work environment. To think out of the box becomes the most popular among qualities while searching for new employees. And since January is the month of creativity, let's have a look at this amazing human skill.



Creativity seems to be of the most importance, as looking for new solutions and creating things and stories has been known for humankind for centuries. But what does it really mean? The dictionary term for creativity stands for the process of bringing to life something totally new. In simple words it is the power to create something out of nothing.

So does it mean we are all creative? The answer is yes. The human brain is constantly on its feet. That's why the best ideas are created even when we do not focus on new solutions. Many people claim that their best ideas came to them before they fell asleep, when they were simply gazing outside of the window or just doing nothing. Creativity helps us see the same thing in a different light and, what is more, build something totally new.

We do associate creativity with artist, musicians, writers etc., but it is worth remembering that not all creative thinkers are artists. Even a little bit of creative thinking will help you solve a problem. Sometimes all you need to do is to change the perspective on the problem itself and voila! You will find yourself outside of that famous box. All right, but what about those who struggle with a lack of creativity? Is there a way to improve it? Well of course! You can find tons of exercises on the Internet on how to keep that creative energy flowing. For example: draw something, literally anything, you have on your desk: a coffee cup, a stapler, a phone, just keep on drawing for 5-10 minutes. Don't erase it or change it, just draw. Or, if you're not an artistic type of person, just have a look at your desk and build something new. It doesn't need to have a plan, just focus on the act itself. What are you waiting for? Let's get creative!

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