

Often and we imagine  
were are just

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**ASSIGN  
BUSTER**

Often we imagine that when we have a plan or goal around our businesses we have got this fantastic business idea we set up a plan we can see a goal and we imagine were are just going to talk straight in straight line toward that, that is action never how it unfolds any plan survives its clash with reality so success is not in straight line in every business. Before this course, I thought that creativity only lies inside of my idea to design which taken from the pattern in natural but now think that creativity and innovation can appear in more business or more job not just in my atelier. Indeed creativity and innovation are not surrounded by one part like art and that is the advantage of it. What I have learned at this point is how we can succeed in business and why creativity is important in business “ success”. As I mentioned in first journal creativity is describing how to solve the problem in concept through imagination rather than through reason.

Now investigate why creativity is important in our business. Creative minds often solving the problem from different angle and perspective in every business. Nowadays we never heard of the business success that had flourished without any creativity like Nokia or Apple so creativity is an important power behind the successful company. In this modern world, setting the bar higher usually leads to unique and big ideas which lead to the implementation of innovation and creativity in every business if there is no creativity, and higher visions, sooner or later you will follow the pattern of other failing companies especially if the market is depended on creativity, innovation, and ideas such as tech companies around the world, thus, employing people with ideas allows us for further imagination, and creation.

Creative business minds can ultimately set our business apart from all of the others and making customer who want to have your service or product.

Indeed collaboration creative business minds set companies apart from one other so business brain is crucially in every business and has ability of capacity to innovate problem solve and think outside the square. Finally, by implementing creativity in our business we can challenging tasks especially when we have diverse group of brainstorm employee and trying to increase engagement and interaction in the company by opening the door for employee from the different department and come together as a cohesive team can seeking multiple idea and solutions for the business.