

# Create or Die

by Harvey Mathason , Bensalem, Pennsylvania

*Bucks County Courier Times called him "the man who thinks outside the box"*

*Business people want to know what creativity can do for their business. The relevant question is how can their businesses survive without creativity. The very word creativity drives a shudder right down the business person's spine--the big "C" word, fluff, a child's fantasy. Don't even use it in the title of a seminar. Even though you build it, no one will come!*

Creativity has been studied intensively for over 50 years. There are over a million books on it, websites, associations such as the American Creativity Association and in-depth studies on it. Isn't anyone curious about how they can use what is being discovered?

When a business first starts, creative energy starts it. Creative energy is needed for renewal and sustenance. Everyone is creative and even people that are very creative can learn to be more creative; however, being creative is not a simple formula. It's hard work.

1. Being childlike--including having fun, being curious, and taking risks
2. Vision--including imaging
3. Belief--reinforcing the belief that you are creative
4. Lifelong learning--including recording your ideas
5. Diversity of ideas and people
6. Incubation--including meditation
7. Synthesis--including observing the resemblance of things that differ and the difference of things that are alike

Creativity generally includes a love of something, a passion, a desire. It requires an openness and willingness to see things in a different way. How can you be creative if you don't continually learn and expose yourself to diverse ideas and people? Synthesis, a vital part of creativity, requires practice--practice connecting ideas or features of objects.

Creativity is like riding a bicycle--to learn it you need to do it. And when you do it, you need not get lost into the ocean of what has been created. Rather focus on what you would like to create. I will not get into the so-called concrete examples here because what you require depends on your individual needs and your unique business. I will give you one idea developed by the motivational speaker, Earl Nightingale. Once a week with a yellow tablet or computer, review and write down ideas about your business. If you wish to further explore creativity, look at the website [www.mycoted.com](http://www.mycoted.com). It has many creativity techniques.

Finally, the way to approach creativity is one principle, one technique at a time.