

TOPIC OF THE WEEK

November'19 (28Nov to 04Dec)

Creativity, Consumption and Commercialization

Our maximum human potential is achieved by creating things; expressing ourselves through art, writing, creating new businesses that solve problems in novel ways, creating new ideas that can spread and create change in society, creating. Each individual has an infinite and generally untapped potential to impact the world, but it's never allowed to flow outward because we are all so pre-occupied consuming from the moment we wake up to the last waking breathes, laying in bed staring at our phones. A lot of people don't think creativity and entrepreneurship go hand-in-hand. Creativity isn't just about coming up with ideas. It's about being able to adapt to new circumstances, navigate uncertainty, and find solutions as problems arise. Sometimes entrepreneurs get caught up in the success of their initial idea. They feel it's so amazing that they never have to be creative again. The entrepreneurs who really thrive and succeed are the ones who can use their creativity over and over – the ones who can pivot to scale the company or outlast a competitor.

To add on we can say, Up until the moment of his death, Einstein continued to squeeze every ounce of greatness

out of himself. He never rested on his laurels. He continued to work even through severe physical pain and in the face of death. Everyone has a gift to share with the world, something that both lights you on fire internally and serves the world externally, and this thing—this calling—should be something you pursue until your final breath. It could be your actual job, as it was for Einstein. It could be a creative hobby, as it was for Vivian Maier. It could be the care you provide to those around you. Whatever it is for you, our lives were meant to be spent making our contribution to the world, not merely consuming the world that others create.

In this modern world, we now connect and consume more than ever before. Since the web 2.0, our new found freedom through technology has paved the way for a hyper connected society, whereby every means-to-an-end is made available in the palms of our hands. The story of our daily lives is now broken down into micro moments, timed to perfection. After all, that's the beauty of technology — we can jump shift our attention the moment we feel bored. We all know that distractions are dangerous to what matters. If we're honest, our balance of consumption and creation is most likely out of whack.

If we actually took a time record of all our consumptions, we would be shocked. The reason we're not moving forward in life could very well be the result of hyper-consumption and distraction.

Apart from that most organizations have barriers to creativity, ideas, and innovation. Some are obvious while some are more subtle. Some barriers emerge from attitudes and perceptions of organizational leadership while others come from organizational structure or even from the employees themselves. Since these barriers have a tendency to eliminate creative possibilities from the organization, identifying and removing barriers to creativity and innovation is crucial. By pinpointing, recognizing, and acknowledging that barriers exist, an organization can bypass many common obstacles and become more idea-oriented by employing simple strategies.

One of the most important parameter is commercialization when we are discussing about creativity. But, the creative process must include time for reflection and quiet—moments of rumination and time for ideas to be on our brains' back-burners. The bottom line: we need experiences and time that allow for the connection of ideas. Creativity can't be rushed, planned,

or managed. In fact, a study by Baylor University found leaders who focus too much on the bottom line actually compromise the performance of their teams.

Again Creativity alone, to come up with ideas, is not enough. In order to reap the benefits one needs to do something with it. History tells many tales of great inventors who were not able to reap the benefits of their labour, think of the x-ray scanner, invented by EMI but made a commercial success by General Electric, VCRs who had been invented by Ampex/Sony but were successfully commercialized by Matsushita, or the vacuum cleaner, invented by a Mr .Spengler but commercialized by Hoover.

Ultimately, a hurry-up, all-on, all-the-time focus on efficiency will undermine creativity. You'll go farther, faster—going slow to go fast—if you make time to reflect and connect with people outside your usual circle. Seek unexpected experiences and places and be sure to rest to be your most creative.

For reference:-

- <https://www.cleverism.com/why-creativity-is-so-crucial-for-entrepreneurs/>
- <https://www.viget.com/articles/consumption-how-inspiration-killed-then-ate-creativity/>
- <https://hbr.org/2008/10/creativity-and-the-role-of-the-leader>
- <https://innovationleadershipforum.org/our-wisdom/why-creativity-is-not-enough-to-succeed-with-innovation/>

Additional Readings:-

- <https://economictimes.indiatimes.com/blogs/et-editorials/buoyant-market-sullen-economy/>
- <https://economictimes.indiatimes.com/blogs/et-editorials/unreliably-variable-employment-numbers/>
- <https://www.thehindu.com/opinion/editorial/constitution-day/article30090205.ece>
- <https://www.thehindu.com/opinion/editorial/not-so-swachh/article30090214.ece>

Suggested Refresher Book:-

The War of Art by

Book by Steven Pressfield (Author)