

How are Creativity and Entrepreneurship connected?

A match made in heaven



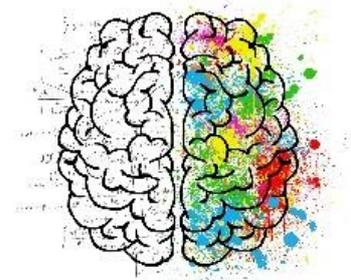
In this day and age, with the rise of industrialization and globalization products are produced and exported to international markets in great volumes. People have easy access to any product they desire without location restrictions. Consumers already have products and suppliers which they trust, thus, it has become extremely difficult for entrepreneurs to create a product or develop a business that will stand out from the rest. This is why being creative has become a necessity in order to become a

successful **entrepreneur**.

A creative mind uses its imagination to generate innovative ideas on how to improve existing business practises.

Creativity produces alternative ways of developing an existent service or product, resulting in the enhancement of business activities of an organization. Being creative also allows you to explore new perspectives towards business processes such as financial or operational problems. Thinking out of the box,

generating new ideas and exploring new niches can provide an entrepreneur with the desired edge over the competition taking place in today's labour market.



Nevertheless, it is important to highlight that having a creative mind is not the only quality needed to become a successful entrepreneur. Successful businesspeople must possess the right **entrepreneurial skills** in order to be able to bring their creative and innovative ideas to life in a business setting. They must be capable of designing business models that can implement and support their ideas. In simple words, an entrepreneur can be characterised as someone who links creativity and imagination with traditional business approaches. **Transversal skills** such as **interpersonal skills**, **intrapersonal skills** and **critical thinking** are also significantly important and can determine the success of an entrepreneur.



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An overall conclusion that can be drawn from the way **Creativity** and **Entrepreneurship** are connected is that creative people should be seeking to develop their entrepreneurial skills as much as entrepreneurs should be cultivating their creativity.