
A SHAKESPEAREAN WAY FOR CREATIVE SOLUTIONS IN THE BUSINESS WORLD

VINTEAN Adriana

Lucian Blaga University of Sibiu, Romania

Abstract:

Both the business world and the artistic one are interesting as far as they give solutions for us. Each in their own way. An artist or a businessman becomes creative if inspired, if living with emotion, if depicting things worth to be taken into consideration. They both start with a dream. The result? Their work, their success. They are both enthusiastic, and responsible for what they do, and the solutions to improve, to change if creative can shape the future differently. W.Shakespeare was probably the most creative of all times and understood the human being as nobody else had done before. A visionary? He was a mind for progress where dreams become reality. Creative performance both in the artistic world and in business life mean openness to experience, confidence in intuition, tolerance to ambiguity, optimism. Both have to understand the audience and the competition and this is being done with enthusiasm, fostering responsiveness, mostly the ability to respond to change, fostering a fulfillment, the result being the work, success and profit.

Keywords: innovation, creativity, artist, businessman, dream

Along centuries people have always had attempts to unlock their hidden potentials by constantly questioning everything. This is the way they pursue their goals, their aims. Goals are the basis to real success in life. Clear and evident goals reflect our future vision and provide the inspiration we need to move towards that vision. and the vision has to become part of reality. Both the artist and the businessman believe in their strengths. And so the classic goal setting process is starting. In business life it will help us achieve our vision. There is of course a key to success and happiness in life, namely to create a positive vision of what this can mean to each of us. But in business life we have to make sure our vision is truly what we want. What should be taken into account? Passion, curiosity, optimism, forward looking... and risk of course. Creative risks for the artists and financial for the businessmen.

I am thinking of the artistic world, that of W. Shakespeare, that world with actors who had worked in skilled teams with good actors who delivered good theater for the public not at all in high demands but willing to see the truth. A world with people where metaphors and other mappings are powerful creative mind-tools, where the metaphor is also the basis of several of the cornerstones of human progress. One of the attributes that distinguishes humans from other species is our ability to design, create, and use sophisticated tools. Such tools can be considered metaphoric extensions of aspects of ourselves. Metaphors are useful for making information more palatable to our minds by allowing us to organize and structure separate bits of information into meaningful, coherent, and satisfying frameworks. Often, when we complain about not understanding a concept, we are in fact searching for a meaningful metaphor – we want to know ‘what it’s like’. Seeing our problems and challenges in metaphoric terms can enable us to see creative solutions. The metaphors we use have a profound effect on how we view ourselves, our lives, our careers, and our organizations. They also influence our communication, branding, marketing, leadership, and the outcomes of our ventures.

In creating their work there was a need for a real awareness of the others in society. And this is just like in all businesses. So very alike. What is common? What is different? The artist waits for brilliant flashes of world and the business one both raise confidence through better understanding by bringing people out of their shells. Fears are being removed, inhibitions broken down and therefore ideas are being shared with others. The businessman defines the goal, details it, has a sense of control over it.

Confidence goes hand in hand with self awareness and hence problems are being solved. You raise confidence in art by making your audience trust you and by dreaming of a better world to change their life. Almost the same in the business world but with different impact on the realistic side. Here you should develop long lasting customer relationships, sweat up your business, make profit of your ideas, have good communication skills. Identifying creative ideas is a great way to grow your business. Using innovation contests and other activities, your organization can and develop a culture of creativity that generates plenty of creative ideas. These creative ideas can be developed into innovations that provide considerable value to the business.

However, creating a list of innovative ideas is not enough. Action must be taken as such.

Here are several ways to start taking action (see <http://ezinearticles.com/?Creativity-in-Business---Take-Action-on-Innovative-Ideas&id=4502214>):

1. Evaluate the ideas on your list. Get a group of people from different parts of your business (different job functions) and review the ideas submitted. Perform a cost-benefit analysis on the most promising ideas. Initially, look for ideas that can be implemented quickly and are likely to produce a significant result to the bottom line.
2. Prioritize the ideas. Perform an initial ranking of the ideas – be sure to include ideas that are “short term” projects as well as “long term” projects that take more time or resources to implement, but can provide significant long-term growth for the business.

3. Take steps to implement one or more of the ideas on the list. Take steps to begin implementing at least one of the ideas on your list. The first step may be to perform further investigation into the feasibility of the idea – such as seeking input from various groups in the company to determine costs, timing, or potential obstacles to address when implementing the idea.

Track the results of the innovative ideas implemented in your business. For example, you can track increase in revenue, reduction in expenses and customer growth. Celebrate the positive results of your innovation to encourage further creativity and innovation throughout your organization.

Creativity isn't a destination, it's a journey. In business, creativity is a way of life. Creativity is also an internal process; it has to grow from within. I believe that each one of us has the ability to be very creative if we open both our minds and hearts to the process (see <http://strategicduck.com/2012/02/21/the-basis-for-creativity-in-business/>).

To continually develop your own creativity, you have to understand and work on the following:

Intuition- Each of us has experienced "intuition" in some facet of our lives. Unfortunately, business has always been taught as a "science" instead of an "art" and a rigid structure is most often recommended. We can define intuition as "a direct knowing without conscious reasoning". Allow your intuition to work; it may be one of your best assets.

Will - is your character (the ability to carry on after the mood has left you) to implement and to integrate your innovative ideas into your business plan.

Joy- Creativity usually brings a degree of "joy". Working on a creative idea and implementing it most often is accomplished with a new level of enthusiasm. Joy also helps balance your life and work becomes an energy- building process.

Strength- Strength helps you to understand and to process the risks that often come with creativity. Creativity often takes a business owner "out of the conventional operating box" and helps in evaluating and taking on the necessary risk found in a person's strength.

Compassion- Compassion in this sense means a "loving kindness" first for yourself and then others. Compassion helps you to nurture your own ability and to recognize it in others.

The very purpose of human existence is to get acquainted with your own essential qualities and express them in your daily activities. These five qualities are essential for business growth; accept your intuition, exercise your will, be joyous in your work, have the strength to persevere and have compassion that leads to confidence.

And therefore, creativity being vital, one must develop a culture of it. It responds to positive encouragement and to us when being happy. Creativity is being connected to our minds that are filled with raw material of the creative process. Neither the artist nor the business become blinded from seeing other merely as good, valuable solutions. Not so flashy as the big ones, these less inspiring insights may represent workable options or solutions for businessmen. Most innovations today are not totally

new but may represent new combinations and businesspeople are encouraged to research, retrieve and record information, review the information gathered, recombine ideas. Ideas just come out of the blue. Is it a gift from God? Is it a product of practice and training? Training is being viewed as connected with a creative approach once the goals, message have been settled. This is meant to be considered in detail with outlining a strategy. So, with the right kind of training one can experience the wonder of the “a-ha” moment of creative discovery. But we have to:

- Know where to look for information and become a sponge for it
- Develop the ability to ask well thought out open ended questions
- Use mind mapping
- Use brainstorming
- Cultivate an insight outlook
- Consider information, trends, other data from multiple perspectives and try to identify the interferences, underlying trends or connections they might contain.

If creativity is a problem solving in business, an expectation, a risk, it means time and work, motivation, effort, skill, in art it is born out of skill and it is far away from training. But action should follow from it and ideas must be evaluated, improved, marketed around the two verbs: to be and to have. Creativity in art among artists, in business life among businessmen sets people apart through attitude and habit. With the adequate discipline it can be developed by anyone. Who are the creative people? In art they know the value of giving themselves and their ideas away, they question, they experience emotional ambivalence. In business they expect to win, they invest time and energy in solving problems, they make use of an organized approach to problem solving, they put ideas through a series of steps designed to improve them, big ideas are being built from little ones. New and good solutions come out, ideas are sold or communicated to others, stressful solutions are overcome.

The creative people realize that the mind is an inexhaustible storehouse with new material from which to forge new ideas. Such persons have a clearly defined set of goals as they:

- Think imaginatively
- Reach out for ideas
- Respect the minds of others
- Give credit to others
- Are observant
- Look for better ways to do their work and to live
- Are challenged by problems welcoming them as normal.

Creativity at work regardless whether speaking of the artist or the businessman means openness to experience. People who score high on this trait tend to enjoy having a lot of variety in their life, having a high level of curiosity and use their imagination. They are confident in intuition, tolerant to ambiguity. We become creative both in art and in business life if we have a controlled flexibility, possess a complete

understanding of our strengths, maintain positive relationships, are a sponge for information.

Both artists and businessmen have alternative view, use elements of surprise, use unexpected contrasts, challenge the notion of a fixed cosmic order, accept the possibility of a different reality. And the outcome is a desired work.

In the background of the way where both the artist and the businessman are looking for solutions, there is always the omnipotence of a dream. The dream can be the stuff of life, it may energize us, delight us, educate us, reconcile us but we cannot live life as a dream. The artist lives with it, gets insight of it, uses it to reveal something which should make us ponder, moves from hazy ones to something more concrete such as a work of art, the businessman turns it into reality, controls it with enthusiasm and hope. Visions and dreams are what our subconscious acts upon to create our reality. W. Shakespeare's to be or not to be became "where do you see yourself in 10 years time"? in the business world. The artist has doubts and mixed emotions and reveals the complexities of the human mind made up of reason, emotion, an attitude towards the self, but even with much puzzle, illusion, magic, the artist understands people. If he grasps the imperfection of the human being, he looks for solutions but being ambiguous we have to find them. The businessman gives them to us not as a puzzle but as a reality.

Then questions are powerful and have always been a challenge for creative problem solving in business. In art they are ambiguous, cried out to be heard, they are explorations of the mind, meaning turmoil, adventure, pursuit. They are challenging for the creative problem solving, messages are being guessed. They are on life, on society, on the frailty of the human condition, on fate, compromise, on the individual versus society. In business life they inspire creative thinking, stimulate curiosity, are challenging and entail the following benefits: the problem we face might get a better, more complete definition, our thinking may be lead in a new direction, they help us to see the future, lead us to analyse our assumptions. Businessmen are highly innovative, they are skilled in asking and answering thought provoking questions. The artists do not answer questions, theirs are open as they frame our thinking about the problem at hand. In business questions are pragmatic as messages must be well understood while in the artistic world topics are timeless, everything is ambiguous.

Creative people in business encourage the generation of new ideas, and the study of methods and procedures from different points of view. Creative people in business face challenges with relish. They realize that new solutions are the only answers to new challenges. There are unprecedented opportunities such as a leapfrogging over old technologies, links to global knowledge. In the artistic world ideas come out all the time but not all can be taken into account. Sublime metaphors must be understood, the connotation of words is different, sounds are being played with, the language as such has a higher value, the effect immediately is an artistic one. Socio-cultural approaches and cognitive ones, creative uses of language within the text, all challenging within a time of progress and opportunities, the audience being forced to take the trouble to ask questions and think of change in their lives.

I have thought of W.Shakespeare and his artistic world as compared to business life to highlight the fact that both the artist and the businessman struggle with life, have creative minds, are ambitious, hurdling obstacles and tackling the seemingly impossible tasks, are wrapped by determination and perseverance, hopeful when in loss, assessing situations. They are optimistic: the artist as he hopes for bettering something in life, the businessman for the courage to take risks until one turns into a pot of gold.

W.Shakespeare left us plenty of clues we can use for creative solutions in business life: develop a good and powerful vocabulary; play with words to get what you wish; develop a common touch by conveying good and powerful ideas; dare to dream; value the human being;

I think that we can transform a business by outlining the following: We dare to dream, we need a vision and then turn it into something we can offer to others. The visions we have can make us successful or not.

References

- Adair John, *The Art of Creative Thinking*, Kogan Page, 2007
Boss Jossey, *Designing Solutions for Your Business Problems*, San Francisco, 2003
Lehmann Courtney, Lisa Starks, *Spectacular Shakespeare*, Rosemont Publishing Corp.2002
Michalko Michael, *Cracking Creativity*, Ten Speed Press, 2001
Swam J., R.Pope, R.Carter, *Creativity in Language and Literature*, Palgrave Macmillan, 2011