Main Title: Creativity is the key to Success

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Abstract: Creativity is the key to Success. First What is Creativity and why we need Creation every time we want to Research or develop a new project. From Ancient times onwards we know that humans are eager to learn more and more and create one thing or other and the results we are seeing today is because they have this vision in mind and try to used there creativity in practical that's why creative things have long life and better scope in today's world without any new idea you are dead and you have to improve on what you do. In All aspects of life only creation is needed with positive attitude which is key to success. We should realize the importance of creativity. Because now in every field the excitement going out and humans are not interested in work. They need some new ideas so they the excitement can come back in there work which is very important. If we don't enjoy our work then how we can succeed in our goals. How long we will rely on the same tested methods and keep on getting the same results. Now the time has come to change the things try some new things because every one is in need of new ideas. We have to imagine and focus on the future. Imagination is very very important. The Main theme is importance of creativity and imagination. We should have the ability to create things beyond imagination.

Key words: Importance of Creativity, Imagination, Positive Thinking, Courage

1. Introduction

Why creation is so important and why creative things are the key to success because one needs an idea to utilize it in real life. With the help of that idea he or she will achieve the targets of his/her dreams. No creation is done or any invention to take place there has to be a imaginative figure of that particular thing in human brain. Brain?? The biggest and the precious gift by god to the humans. The Figure that our brain generates when we use to think or imagine some thing that particular figure actually gives us the strength to create or invent. That's how creation or invention takes place. Brain is like elastic which ones stretched will never regain it's original dimension. One should always try to stretch there brains because it is very important to generate new ideas. For example one needs fuel for the car to run and the same apply for the brain. Brains also needs fuel but not which is used in cars but the fuel of creation and imagination. Give that fuel to brain then see the results. As it is said use it or lose it so if you don't want to lose your brain then use your brain and create new ideas. Imagine things differently and see the results. There is no limit to creation and imagination that's why we should realize the importance of creativity and imagination which is key to the success.

What Actually i am trying to explain is that for any study or research you have to think positive otherwise it is very difficult to perform any research or study. I can explain what can positive thinking can do to you with the help of following example. Not long ago Indian Film Industry was running out of ideas. The Movies where not doing well on the box office. No one was Ready to Invest in the movies as they are not sure whether it will return them the profit or not. Everyone was Hoping for the miracle to take place. One gentleman name Mahesh Bhatt perform the detail study on why movies are not working on the box office. He was so positive because during his research many people told Mr.Bhatt not to waste time and money. But because of his belief in positive thinking he was able to find the solution of the problem which every one thought was not possible. He Came up with the idea that we should make movies in short span of time with small amount of money. The Intention behind this idea was that supposed the movie has run for only two weeks but it will recover its cost because we have made the movie in short span of time and also with small coast so it has given us the advantage. The idea worked and every one started to follow the track.
shown by Mr. Bhatt. Now the Indian film industry is back with bang. Movies are recovering their cost and it has also given an added advantage to film makers that they can take risk and make movies on different themes because they know that the cost of the movie is less.

So we haven seen Mr. Bhatt has used his imagination, shown the courage, and created a new formula for the Indian Film Industry.

1.1 Aim of Research

The Aim of my research is to know the thinking of people nowadays. How they react to different situations in life. What is there behaviour when they are down and under. I want to study how they use there creation and imagination when they perform any new task in life. I also want to know the difference between thinking of new generation and the old generation. That’s why I have perform my research.

2. Method

The Method is Simple Imagination + courage + Positive Thinking + Creativity = Success. I can explain in detail. If you have any target or aim first try to use your imagination. It is very important. Then show the Courage to fulfill that target or aim. Then Third and most important factor is positive thinking. Always be positive. And then try to use your creativity to achieve Success. I am sure this method will work because it has work for me and for other’s also.

2.1 Importance of Creativity

Main theme is “importance of Creativity and Imagination”. We should understand that the world is running out of new ideas. We can pick any field whether it is media or industry or information technology etc. All fields need new ideas to grow or to strengthen there fields. Here the importance of creativity comes. We should look things with different angle and try to take risk and the results will be encouraging. I beleive so. It is said high risk high reward.

3. Results and Discussions

The Results of my Research are very encouraging. Everyone appreciate me for performing this Research. I came to know why people are not ready to change there thinking because they don’t have the courage to take risk. They hesitate to Change Themself. The Main factor is they are afraid. Afraid of losing the things they have already got. They believe that god has already given them so much then why they should try different things and take risk. I tried to explain that fortunes favours the brave but they are not ready to listen. I was unable to convinced them to use the method of success which I have mentioned earlier but they are not ready to change there thinking.

I have also discussed with people of different ages and the interesting factor I came across is that the older ones who are about 50+ age are more creative. Their thinking is positive, they believe that courage is important. They believe that we should take risk in our lifes and used the imagination. They also taught me new thing that nothings stays forever neither success nor failure so we should take risk and be brave when things not not going well.

These Results and discussions help me a lot and I think I have done a decent job to perform my research and now I am very much convinced that nowadays why most people fail the reason behind there failure is they are afraid. They have not got the courage. They are not brave that’s why they fail and according to me they will keep on failing unless and untill they will not try to improve thereself.

4. Conclusions

Creativity is the key to success. As we all know, in every aspect of life only creation is needed with positive attitude. Now a days we don’t try to think positive as the result we fail many times instead of trying so hard. What is the reason behind the failure apart from negative thinking is that we try to follow the foot steps of others. I am not
saying we should not learn from others but learning is different from following. We should try to create our own way and keep on working on that way unless or until we succeed. Now look what we have seen is that intentionally or without any intention we have used the creation. That's the point that creation is very important. Another key word is Imagination. Look how, when we want to progress in life we don't know where to start from, but with the help of imagination we can see and realize the good and bad. This is where imagination plays an important role. Finally, I expect that we will realize the importance of creativity as our four fathers have realized in the past and used their creativity to the maximum limit and got the benefits of their creation. We should use our creativity with a positive attitude and imagine things very early in order to get benefits from them.

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I believe that the conference will bring the encouraging results and in future many others will get the opportunity to prove themselves as I have got now.

**References**

1. Dale Carnegie: How To Win Friends And Influence People.