

Energise your business through creativity.

See how creative thinking can take your brand to the next level.

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Fuel for your business.

The Forrester report *Creativity Catalyzes A Growth Mindset* explores how creativity can benefit businesses, with findings highlighting a strong correlation between creativity and growth. Companies that show higher creative characteristics grow 2.6 times faster than their rivals. The report reveals that creativity also improves differentiation, with companies striking the right emotional chord with consumers more often. Other findings suggested creativity propels higher market valuations and makes employees more engaged.

Make creativity your new way of working.

As an operating principle, creativity is built from three elements that make up a new way of working. According to the report, these are: a cooperative mindset and collaborating towards a common goal; empowering conditions to allow diverse teams to take risks; and to encourage experimenting to find original ways of working.



There's creativity in everyone.

We often picture creative people sitting behind an easel, directing a film or writing a novel. But whilst they're being creative in an artistic way, there are so many other ways we're all creative in everyday life — especially at work. The most important thing businesses can do is recognise this creativity and harness its power.

Change your business today.

There are probably already many ways in your organisation where you and employees are using creativity. However, the report outlines a few vital steps to take advantage of it as an operating principle. This starts with linking creativity to work done by your existing design and innovation teams; assessing your creative readiness; and seeking help from experts inside and partners outside your organisation.

Email adobe@westcoastcloud.co.uk to find out more.