

Creativity [Criatividade]

Texto e áudio – Nível de dificuldade baixo/médio.

Vamos praticar?

Aqui você encontra um texto para praticar leitura e listening.

Abaixo do texto há um link do site Acapelabox para você praticar seu listening.

Why is creativity important in business?

The opposite of creativity is stagnation. It happens when new ideas and more efficient ways of working are not encouraged.

Instead of only using half of the potential of employees, organizations are realizing that there is a lot of information and potential for creativity in workers at all levels.

Solving problems

Creativity helps to solve problems. For example, when stimulated and encouraged by creativity training, workers from different departments, such as sales and administration departments are presenting great new ideas.

Increasing productivity

Stimulating creativity makes people to go out of the comfort zone and to explore different territories. It can be very productive.

Creativity and innovation in organizations are important for the success of the company.

Adapted from: <http://creativityforlife.com/why-is-creativity-important-in-business/>

ÁUDIO: Copie o texto acima, cole na janela do Acapelabox que abrirá ao [clique aqui](#) e dê play para ouvir.