

## **Creativity [Criatividade]**

**Texto e áudio – Nível de dificuldade médio/alto.**

*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.*

### **The importance of creativity**

When we consider the importance of creativity we are apt to think of it only in the context of art. Though important, art is only a small part of creativity. We use creativity in every aspect of our lives, every day. Our ability to express our deepest feelings is at the core of the importance of creativity. As humans we have a very strong need to express ourselves and we're happier when other people understand what we are trying to show them. We find all kinds of ways to do this.

### **Why is creativity important in business?**

The opposite of creativity is stagnation in which new ideas and more efficient ways of working are not encouraged. This is one of the factors that can turn a previously successful organization into one that falls behind and is over past by more forward-thinking competitor.

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

### **Solving problems**

For instance, when stimulated and encouraged by creativity training, workers from the shop floor to the administration offices are coming up with great new ideas. This could be anything from improving a process to make it more efficient and cost-effective, solving a problem that is impeding peak performance by employees, or developing a new money-making strategy or an innovative way to stay ahead of the competition.

### **Increasing productivity**

Stimulating creativity involves moving away from familiar ground, sometimes exploring completely unknown territory, with the goal of discovering something new and better. Teaching your employees the skills for developing their creativity and giving them the time and resources to explore new areas for innovative ideas and solutions is an incredibly cost-effective way of increasing productivity. Creativity and innovation within a well-run organization have always been recognized as a sure path to success.

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