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**CREATIVE POTENTIAL OF THE INDIVIDUAL:
FORMS OF DETECTION, METHODS OF DEVELOPMENT AND USE**

**ТВОРЧИЙ ПОТЕНЦІАЛ ОСОБИСТОСТІ:
ФОРМИ ВИЯВЛЕННЯ, СПОСОБИ РОЗВИТКУ Й ВИКОРИСТАННЯ**

The creative potential of an individual is multifaceted, it includes both psychological and behavioral aspects. Psychological aspects of creativity include such important components as cognitive flexibility, associative thinking, high emotional intelligence, and motivation to innovate. Creative people often demonstrate the ability to think outside the box, easily switch between different ideas and approaches, and have a high tolerance for uncertainty and risk. The emotional aspect is important: creative people often experience their emotions more intensely and use them as a source of inspiration and motivation to create new ideas.

Important methods of identifying creative potential are self-assessment and assessment of colleagues. Self-esteem allows a person to realize his creative abilities, understand his strengths and areas for development. This can be done with the help of questionnaires or reflective practices that stimulate a person to self-discovery and self-analysis. The assessment of colleagues, in turn, provides an external view of a person's creative abilities. Colleagues can evaluate a person's creativity based on his contribution to joint projects, ability to generate new ideas and implement them effectively.

An important role in the formation of creative skills is played by educational programs and courses aimed at the development of creative thinking. They can cover a wide variety of topics, from art to science, and include practical tasks that stimulate a creative approach to learning and professional activities. Integration of art and science into educational programs is one of the effective ways of developing creative potential. The interaction of these two areas allows for a multifaceted learning experience that stimulates imagination and critical thinking. For example, the STEAM approach combines science and art to form a holistic understanding of the world and develop creative skills.

Trainings and workshops are an effective way to develop creativity because they involve interactive learning and practical experience. Participants of such events have the opportunity to work in a team, exchange ideas and learn in interaction with other creative people. Trainings can include role-playing, simulations, group discussions and other active learning methods that promote creative thinking and the ability to generate new ideas in different contexts.

The use of creative techniques, such as brainstorming, the method of six hats, SCAMPER, allows a systematic approach to the process of generating ideas and solving problems. Brainstorming promotes a free exchange of ideas without criticism, allowing participants to unleash their creative potential. The method of six hats, proposed by

Edward de Bono, involves looking at a problem from different points of view, which contributes to an integrated approach to its solution. The SCAMPER method stimulates creative thinking through systematic analysis of ideas and their modification.

The use of creativity in professional activities is a key success factor in today's business environment, where innovation and creativity play a critical role in achieving competitive advantage. Implementation of creative ideas in business and management allows organizations to respond more effectively to market challenges, create unique products and services, and improve internal processes. Companies that support the creativity of their employees encourage them to generate new ideas that can be used to improve production efficiency, optimize resources, and implement new business models.

Examples of successful companies that actively use the creative potential of their employees are such giants as Google and Apple. Google is known for its culture of innovation, which includes programs like «20% Time», which allows employees to spend 20% of their work time on their own projects that aren't necessarily related to their core responsibilities. This approach fosters the development of new ideas and technologies, many of which eventually become successful products such as Gmail or Google News. Apple has always paid great attention to design and innovation, encouraging its employees to be creative in developing products that put the company at the forefront of the market. Creative solutions in marketing, advertising, design and other areas are an important tool for attracting the attention of consumers and creating unique brands. In marketing, the use of non-standard approaches allows to stand out among competitors and form a strong emotional connection with consumers.

In design, a creative approach allows to create aesthetically attractive and functional products that meet the needs of users. For example, the design of Apple products, which combines a minimalist style and high functionality, has become one of the key factors of the company's success. In architecture and interior design, creative solutions make it possible to create unique spaces that are not only aesthetically attractive, but also functional and comfortable for users.

The importance of a favorable environment for creativity cannot be overestimated. Organizational culture and innovation climate are crucial for stimulating creative processes. Companies that create a favorable environment, encourage the free exchange of ideas, support risky projects and provide space for experiments are able to maximize the creative potential of their employees. Physical space plays an important role: the design of the workplace, places for collaboration and relaxation contribute to the development of creative thinking. Leadership that supports innovation and values creative ideas is essential to creating a motivating environment in which each employee can reach their full potential.

To sum up, the development of the creative potential of an individual is a key task in the modern world, where innovation and creativity are becoming the most important factors of success.