**Video Title:** How to be Creative in Business

**Video URL:** [**https://www.youtube.com/watch?v=ItyvB0ThF74**](https://www.youtube.com/watch?v=ItyvB0ThF74)

**Run Time/Source:** 3:50, T-Shirts and Suits/YouTube

**Close Caption Available:** Yes

Creativity in business is covered in pages 89-97 of the textbook. In this video, creativity expert David Parrish explains how creativity and business can be combined intelligently and sensitively to achieve business and creative success. People can be creative in the office as well as in the studio. A good example of creativity is how entrepreneurs have raised money for projects in unconventional ways, including “crowd-financing” and “crowdfunding.” It is important to achieve your own version of success, by being clear about your objectives and personal definition of “success.”

*Questions for Thought and Discussion*

1. What do you perceive to be as the most important contribution of this video?

2. Crowdfunding is widely known today as a method of raising money for launching a new product. So why does Parrish think that crowdfunding is creative?

3. How does building your own version of success tie in with creativity?

4. Does the presenter David Parrish look like a creative person?

5. Give an example of a product or service in business that you would classify as being creative?