

## Individual Creativity Leads to Success

When we look back on the greatest achievements in history, we can see that each began with applied creativity. Societies have been built around the creative solutions of individual problem solvers throughout time. We once looked to the stars to map out our course in the world, now we combine the creativity of individuals with knowledge of scientific principles to chart our way through those same stars. Everything we experience in our modern world, even the ease at which we work and play, is due to the engaged creative genius of individuals who were determined and creative enough to seek solutions to the challenges of daily life.



We are inspired by the creativity of [Wafa Al-Rimi, a Yemeni schoolgirl](#) who realized that girls like her, were falling behind in their schoolwork because of limited light available in their homes. It was common for homes in her area to only have one hour of unreliable electricity a night. Wafa got tired of being in the dark, so she rallied her classmates to create solar generated lights that provided a stable and renewable, low-cost, light source. They formed a business of their own, The Creative Generation Company, and then sold their pioneering lights and other solar products to local hotels. Wafa's creative solution not only provided light for her home but also an income for her family. Her success literally began with a spark of creative light.

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Nancy was the mother of a young boy who failed out of school, time and time again. While he was eventually sent home because he was thought of as incapable of learning, Nancy knew her son had a spark of creative genius within him. She believed in her son, brought him home where she nurtured his creativity, and allowed him to undoubtedly fail at countless experiments. Nancy employed her creativity in finding ways for her son to learn and taught her son to harness his own creativity to overcome the educational challenges he faced. Because Nancy cultivated Thomas Edison's creativity and unbridled experimentation, he became one of the greatest inventors of all time.

Individual success often begins when a problem is introduced that requires the use of creativity to be resolved. We become successful when we authentically participate in finding imaginative solutions to everyday problems. When we find ourselves going through life on auto-pilot, we can employ creativity to approach a problem from any angle, then find a solution that leads to success. Creativity allows us to engage and explore ideas that offer a fresh perspective and opens the way for innovation. One original idea can change the outcome of events.

Tapping into our innate creative ability changes the way we think about things and how we connect with other people in positive ways. The most successful use of creativity is to identify opportunities where we can make even small improvements in the world around us. Many of life's problems and challenges can be conquered by using creativity to successfully find solutions in unexpected ways.