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**HAMILTON BRADSHAW**  
Investing in people with passion

# Working as a team is the best way to get thinking creatively

**Ask  
James**



James Caan

*Dear James*

**WHAT is the best way to encourage a constant flow of creativity within my business?**

*Jason*

CREATIVITY is sometimes a tricky concept to describe but it is something that is at the heart of any successful business. It is essentially a case of getting people to think outside the box and differentiate the business from its competitors, which is

especially important in today's crowded marketplace.

Companies that are too individualistic stifle creativity, so get people working in groups. This allows ideas to be shared among your staff – and when things go well, the credit for success can also be shared.

Set aside a time and a place where your team can discuss ideas. Of course, every business has its day-to-day operations, but it is important people have time away from the daily grind to do something a bit different.

Look for seminars and networking events related to your industry, and

ensure various members of the team attend these on a regular basis.

Even now, I always find myself learning something new when I go to an event and this is a great way to unlock new ideas among your team.

As the manager, you set the tone for everybody else, so it is important you are not seen as someone who is stuck

in their ways. Constantly look at how you can improve the way you do things and question whether there is

a better method. Simply posing the question to your staff can lead to new ideas and projects, which in turn leads to new income streams.

Finally, don't forget to embrace technology. There are so many ways it can enhance what you do as a business.

■ *For more tips and advice, download James Caan's free Business Secrets app.*