



Factors of personal creativity formation in the economy

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ABSTRACT

In this article, there is an increasing need for innovative knowledge and creativity to solve global problems that require innovative and creative thinking in all enterprises and organizations in society. If the main role of education is to provide quality education that is necessary and necessity for the success of young people in society, creative thinking is a necessary need for the development of today's youth.

Keywords:

intelligence, creative potential, desire for social-communicative activity, intellectual development, virtual reality, unusual thinking.

Creative thinking is one of the most important skills that young people should have today.

Creativity is not only adapting a person to life, but also creating new ideas and changing it, logical and literate reasoning, systematic actions, synthesis-analysis-synthesis, creative expression, generalization and conclusion, having one's own opinion. , is a set of basic creative qualities, such as completing the work started, diligence, the ability to convey one's knowledge to others, and is an important factor not only for high creative development, but also for personal development in general, a guarantee of success in any activity, communication with people, success in daily activities .

Activities aimed at the development of creativity, that is, perception, the creation of new ideas by a person, the creative preparation of information, the ability to deviate from traditional activities and make unique, creative decisions.

Today's youth, who have developed creative skills, are distinguished by their strong desire for perception, creative activity, formed intellect, creative potential, social-

communicative activity, intellectual development, and improvement.

In young people, not only creative-intellectuality, but also communicative skills are formed, such as communication, striving for social activities, interest in mass media, national and world culture, electronic services, attitude to virtual reality, and sharing one's knowledge.

Emotional, intellectual and volitional features such as foresight, planning, responsibility, determination, self-control, control are activated in young people with creative abilities.

Therefore, the content of creativity depends on:

- aesthetic taste, spiritual and moral outlook;
- need for social activity;
- active participation in various events;
- there is an increased need for recognition and approval.

A person can find solutions to any difficult problems through creative thinking. Of course, there are people who have different talents from childhood. Usually, such people are distinguished by openness and initiative. Such people are well-known and creative people.

Therefore, the main task of developing creative thinking is to avoid habitual behavior and use unusual ways of thinking.

Unconventional thinking is the ability to search for unusual, new, optimal solutions through random and even illogical methods in order to get out of a voluntary situation.

Unusual thinking is young people's unusual way of thinking, inconsistent with the usual way of thinking, drawing conclusions in unusual ways and ways; it is the ability to look for even abnormal, but optimal alternatives to get out of the situation, to always approach problems and events through creative thinking.

Any superpower is a product of an unconventional mindset. The usual way of thinking does not bring out the talent in a person, it prevents the development of his creative, intellectual and scientific potential. As a result, no matter how talented and potential a person is, a person who is accustomed to the usual way of thinking cannot go beyond a "knowledgeable student" or "employee" with a rich informational base.

Being able to think outside the box is a good trait. An unusual thinker does not stumble in his work and previous results. He looks for new ways, methods and methods that no one has used before, that seem unusual and illogical to others. He lives only with the future. All progress is made at the expense of such people. However, such people are rare. All people can have some degree of unconventional thinking:

- creative thinking;
 - the ability to come up with new ideas;
 - the ability to come up with unusual decisions.
- We can list the reasons for the formation of unusual thinking as follows:
- to be successful in everything you choose;
 - your life should be bright, interesting and full of happiness;
 - to find a way out of a difficult situation voluntarily, which many people could not find get;
 - to be able to always make jokes and always be in a good mood;

- to easily become a millionaire, or at least, just to be rich (in life, mostly rich people have unusual thoughts);

- being surrounded by close friends (with the same unusual mindset). I think that people gravitate towards people who have strong unusual thinking.

Scientists say that if you have a brain, you can learn to think outside the box. It is necessary to use only special tools (every job has a subject for performing actions, that is, a carpenter has a box with equipment, a doctor has medical equipment). Different researchers have different interpretations of this set of tools for developing non-conventional thinking skills.

In short, human life includes processes such as imagination, thinking, and memory. By developing unusual thinking, unusual thinking, even in the long term, new ideas can be born.

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