

## **Overhead 2-A: Tools for turning a business idea into reality.**

- **Creativity in business – real life examples**
  - **Staying ahead of the competition**
  - **Example of creativity in business**
  - **Line extensions and partnerships = creativity in business**
  - **Keeping the creative cycle going**
  - **Takeaways from the Arm & Hammer Website**
- **Personal creativity: How to capture it.**
  - **Personalizing creativity**
  - **Mind Mapping – example of a creativity tool**
  - **Creativity in daily life – where do your best ideas come from?**