

Grow together – creativity

**Speakers: Megha, Software Engineer, HSBC India
Lucia, Digital Content Writer, HSBC Hong Kong
Edward, Relationship Manager, HSBC UK**

[Text on screen] Creativity

The way we work is changing

The skills we need are evolving

Creativity is virtually impossible to automate

and has never been more in demand

Megha
Software Engineer
HSBC India

Creativity to me is in very small things

[Megha] “Creativity to me is in very small things. I see creativity in two different aspects. First is creating something completely new, bringing fresh ideas or bringing something completely different onto the table.

“And second is basically challenging the already existing solutions to, you know, to come up with something better.”

[Text on screen] How can you ignite your creative spark?

Creative thinking is a skill we all have and can enhance

Set yourself a creative activity to do every day

Lucia
Digital Content Writer
HSBC Hong Kong

Creativity is an outcome of you being courageous

[Lucia] “Creativity is an outcome of you being courageous and you being passionate. I think creativity takes skills, takes practice.”

[Text on screen] Seek out diverse viewpoints

and bring them together to innovate solutions

Take creative risks

and be inspired to solve problems differently

Edward
Relationship Manager
HSBC UK

I really wanted to come up with some creative ways of finding clients

[Edward] “Coming into the private bank, I really wanted to come up with some creative ways of finding clients in the future, and that was really encouraged by the wider team to do so. Sometimes it’s just finding a different question to ask the client. To understand their needs better. And that often requires a bit of a creative approach; sometimes asking the question you don’t wanna ask or asking a question that perhaps the client doesn’t expect you to ask.”

[Text on screen] How do you inspire greater creativity?

Think without limits

Go beyond what’s predictable

Build a network to challenge the way you think

Creativity is the key to innovation and growth

You already have these skills.

How will you unlock them?

Find out more at [hsbc.com/growtogether](https://www.hsbc.com/growtogether)