specialists may continue to come up with new, improved, or innovate ideas that satisfy the current and future demands of their markers.

Methods of creative thinking challenge conventional thinking. Not being afraid of trying new things is a crucial aspect of creative thinking. Experimentation allows people to try unconventional ideas to determine whether they work or present a feasible solution. The ability of creative thinking to unite individuals is a major benefit. Effective collaboration requires that team members and leaders accept and listen to each other. Because creative thinking promotes openness and flexibility, people who use this skill may be more willing to try others' ideas.

Despite of generally accepted standards and rules in fashion, culture, education and business, everyone wants to see something brand-new, unique and unlike others. Creativity is a person's ability to deviate from standardized ideas, rules and templates. In addition, it involves the presence of a progressive approach, imagination and originality.

As a result, creativity in management, particularly in business, is essential nowadays. Because creative thinking opens up new ideas, helps to successfully solve issues, improves teamwork and assists business in succeeding and growing.

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TO SAY "NO" TO CLIENTS IN THE MIDDLE OF A CRISIS

Сказать «нет» клиенту во время кризиса

Losing customers during a crisis is a frightening prospect for all entrepreneurs. According to Vince Dawkins, president of Antares Software, this fear is fraught with the fact that the business begins to bend under consumers, wanting to keep them now and forgetting about long-term prospects.

The harder times are, the more tempting the idea of taking as many orders as possible looks, even if earlier you would have refused someone from potential customers: for example, because of deadlines. However, by increasing your workload and abandoning your own rules, you risk not only burning out quickly, but also starting to work worse andfacing refunds and alterations.

According to Vince Dawkins at work — his company is engaged in software development — he often faces a situation where customers know what they want to get, but they cannot always formulate the appropriate TOR. Moreover, this is another situation when you need to be able to say "no". It is better to spend more time on further discussions and

explanations than to be a sycophant who agrees with the client in everything — even if he understands that he is mistaken due to a lack of understanding of the processes or for some other reasons.

Of course, there is a possibility that a person will not want to change their requests for you and will go to competitors. The surest way to avoid this is to ask as much as possible about the client's expectations and explain to him how much time and resources are needed to make everything work out great. In general, the columnist advises to be as open as possible and not be afraid to explain to people what you can and cannot — and why. Saying "yes" will always fail, so we need to learn to "gently push away" potential customers.

It is also advised to talk through different scenarios at the initial discussion stage. For example, whether the client is ready to go beyond the budget, if necessary. While working on a project, it is also important to be in a dialogue, especially if you make some changes - even if the person has previously agreed to them.

Despite the fact that you are an expert in your field, communicating with a client from the position of "I know everything" is a mistake. When a client comes up with an idea that cannot be implemented, it is necessary not to tell him that it is bad, but it's better to find common ground and offer realistic alternatives. In general, it is necessary to say "no", but in such a way that a person considers not refusal, but concern for his interests. In addition, when you need to reject an idea or a client's request, you should ideally have an alternative solution.

In controversial situations, advised applying the so-called principle of radical directness, formulated a few years ago by the former top manager of Google, Apple and YouTube, Kim Scott. She described her vision of the ideal boss and how to manage the team. Traditionally, this style of communication is applied to the relationship between a boss and a subordinate, but it is no less relevant for clients and customers.

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CULTURAL UNIQUENESS OF GIFT GIVING IN JAPAN

Культурное своеобразие дарения подарков в Японии

Cultural diversity is something we have to remember when we try to reach mutual understanding. People of different cultures share basic concepts but view them from different angles and perspectives, they may behave in a manner which seems to be irrational or even in direct contradiction with what we know and do. We should nevertheless be