

THE 4 KEY CONCEPTS

(CESC)

"Creativity serves several purposes. It not only combats stagnation but facilitates growth and innovation." - Harvard Business School

CREATIVITY

is the process of generating new ideas and considering existing ideas from new perspectives.



After beginning her career as a painter and sculptor, Storm Ascher founded the nomadic Superposition Gallery in 2018. Since then, she's curated work from over 70 diverse artists and Artsy named it a Top Black Owned Gallery,



ETHICS

refers to moral principles, code or morals that govern the behaviour of a person or group of people. In understanding ethics, it is important to note that every business decision has moral implications.



In June, the Financial Industry Regulatory Authority (FINRA) ordered Robinhood Financial to pay a record \$70 million in penalties for "systemic supervisory failures in several critical parts of its business." FINRA said it considered the "widespread and significant harm" Robinhood customers suffered for receiving "false or misleading information" from the firm, in addition to the effects of systems outages in March 2020 that prevented placing trades.

SUSTAINABILITY

is "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (UN 1987).

Sustainability can be enhanced by conserving resources or finding more efficient ways to produce or discover new resources. Business decisions should consider the triple bottom line of people, planet and profit and their resulting impacts.



"To launch our partnership and demonstrate a shared vision for collaboration, Parley and adidas unveiled a concept shoe made from reclaimed marine plastic waste at the United Nations in 2015. The Ultra Boost prototype featured an upper made of yarns and filaments reclaimed and recycled from ocean waste and illegal deep-sea gillnets." - Parlay.tv



"Once valued as a \$3 billion company with over 9,000 locations, Blockbuster a decade later had just one store left and filed for bankruptcy protection. It failed to understand the importance of technological innovation and rising competitors like Netflix." - Business Insider.com



CHANGE

is explored from several perspectives since businesses operate in a dynamic world that is subject to constant change. Change may be a conversion, transformation, or movement from one form, state or value to another.

Due to increasing competition, new technologies and markets as well as changing trends in consumer behaviour, business organizations need to adapt their objectives, strategies and operations if they are to succeed. This success emerges from their ability to research and respond to signals in both the internal and external environment.