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### ABSTRACT

It's more accurate to say that imagination is an asset that can give a business an edge over its competitors if it's used correctly. If the business doesn't use the tools, it will lose any possible edge in the market. Divergent thinking is a way of thinking that includes being creative.

Innovation is putting creative ideas into action in a useful way. Thinking creatively could be seen as the first step towards innovation. Today's world is very competitive, and things change very quickly. Because of this, imagination and innovation are very important for both small businesses and society as a whole.

It is strongly suggested that new ideas not be put into action right away, or they will fail in mainstream use on their own. In a market that is always shifting and moving, it probably won't work. Because of this, both the Newstream and Mainstream of an organisation must have a strong flow of information and be constantly improving.

Internal new-business processes should be seen as a form of entrepreneurship, and managers who want to start new businesses should be intrapreneurs, which means they are inside or internal entrepreneurs. This means that the organization's structure, control, and culture need to be set up in a way that encourages inventiveness and gives new-venture managers a lot of freedom in creating and marketing new products.

**Key words:** Divergent Thinking, Entrepreneurship, Innovative, Intrapreneurs, Responsiveness, Mainstreamed, Newstreamed, Strategy