

The strategy for creating creativity in employees

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Abstract: The most human achievements in cultural (art, literature, and philosophy and ...), economic, military and appliances fields and ... from the simplest to most complex ones are the product of creativity and innovation by scientists which has been formed during years as today shape through processing ideas, theories and innovations and at first has been created as the most preliminary form in creative human, then over time has been evolved in the path of knowledge growth. In this process, thinkers took steps toward establishing and offering new concept or theory – which sometimes was in contrast with previous theories – through using proper elements of ancient's efforts and realizing their latent talents and increasing power of looking what is available and what is not available, right and could add reality to material and spiritual human achievements. The main managers' responsibility is to keep organization sustainability and survival and also help to grow and develop and increase profitability. Fast growth of enterprises, rapid changes of components of environment, increased competition, and increased environmental uncertainties caused that, organizations creativity subject enjoyed high importance. This paper seeks to explain different ways of creating creativity.

[Vahid Khalatbari Limaki. **The strategy for creating creativity in employees.** *Academia Arena* 2013;5(7):25-27] (ISSN 1553-992X). <http://www.sciencepub.net/academia>. 3

Keywords: creativity, employees, organization

Introduction:

Increased creativity in organizations can lead to improved quality and quantity of services, no sources loss, and decreased bureaucracy and consequently increased efficiency and enhanced motivation in job satisfaction by employees.

Growing creativity and its production (i.e. innovation) in inputs results in enhanced level of employees' effectiveness and efficiency especially in educational sections then according to process of creative problem solving in ideal circumstances (truth seeking, idea seeking and solution seeking) the organization can coordinate with changes in system and access to goal of more efficiency.

Creativity and innovation is prerequisite and prologue for development, progress and ascendancy of organization and society and it is necessary for interested employees and researchers to be aware of texts and its techniques.

Creativity definition

Creativity means offering modern thought and plan for improving quality or quantity of organization activity (performance improvement) such as increasing efficiency i.e. increased productions or decreased costs services – better methods and new services (in organizational perspective). As it can be seen, creativity has positive relation with efficiency

and causes increased level of performance in the organization.

Creativity is a mental process which leads to problem solving, idea making and concept making that are new and unique.

Creativity is capacity for looking new relations, establishing unusual ideas and go away from traditional template of thinking.

Creativity features

- 1- Creativity is an intellectual-mental process
- 2- Production of creativity can emerge as an effect, idea, solution, behavior or anything else
- 3- Production of creativity is a new phenomenon (innovation)
- 4- Production of creativity enjoy value in addition to novelty
- 5- Creativity is a public ability and almost exists in all people
- 6- Creativity can be grown and positively related with social environment

Differences between creativity and innovation

Generally, creativity means ability to integrate ideas uniquely or establish unusual relation between thoughts

Innovation:

Process of capturing creative idea and converting it to service production and new method of operation. One of the tasks for managers is to find and identify creative minds in the organization in order to use their thoughts in the organization.

Importance of creativity in the organizations

We live in the age of changes and transformations. Organizations are micro-systems of society system which work under such conditions. Undoubtedly, these organizations require applying such changes and constant restructuring in order to supply their conditions and continue existence. This reconstruction will be performed through coordinating goals with current situation and modifying and improving methods of fulfilling this goal. Without reconstruction, the organization cannot stay longer.

Creativity is needed for organization survival. Over time, uncreative organizations will disappear from the scene and however such organization maybe can be successful in the operation in which involved but finally should stop or change the system. Changes in environmental and customers' need are main source of need for change in the organizations. This change can at service for production, service, technology, commercial structure, worker relations or any part else and what is new in recent decade is speed of interesting changes in different fields.

What is more clear today for organizations is the necessity for predicting ways for supplying needs which maybe appear following by possible changes, later and each organization should make itself ready for these changes beforehand or accept risk of confrontation with real crisis conditions.

Strategies for enhancing creativity

1) Using strategy of focus and simplicity:

Creativity must do one job otherwise people will be confused. Effective creativity begins from small points. They have not been great from beginning and have been designed for doing one certain job. Creativity moreover than be production of genius is production of working. Creativity requires knowledge, skill and focus. Obviously, people enjoy more talent for creativity but they are limited to certain field.

2) Creativity education:

Creativity and innovation is an issue which always its necessity have been needed. Therefore, it should be

institutionalized and considered as organizational work and culture. Whenever top managers and policy makers don't believe creativity and innovation as necessary and critical activities then no activity will stay longer in this field.

3) Using techniques to foster creativity:

Generally, techniques for enhancing creativity are:

3-1) brainstorm:

In this technique, a problem is given to one small group then we asked them to react it impromptu and give an answer.

3-2) problem solving method:

Using problem solving method is one of effective mechanism in fostering employees' creativity abilities. When this being created as a custom in employees (i.e. think when face with problems and use intellectual ideas in order to find new solutions) then creativity will be facilitated. Fields for creativity and innovation should be prepared through ruling out logical thinking process.

Conclusion:

Increased creativity in organizations can lead to improved quality and quantity of services, no sources loss, and decreased bureaucracy and consequently increased efficiency and create motivation in job satisfaction in employees.

Growing creativity and its production (i.e. innovation) in inputs results in enhanced level of employees' effectiveness and efficiency especially in educational sections then according to process of creative problem solving in ideal circumstances (truth seeking, idea seeking and solution seeking) the organization can coordinate with changes in system and access to goal of more efficiency.

Creativity and innovation are prerequisite and prologue for development, progress and ascendancy of organization and society and it is necessary for interested employees and researchers to be aware of texts and its techniques.

Undoubtedly, we need realistic programs for supplying future needs of organization and the prerequisite for this issue is to use new ideas in managerial plans. Every very successful planning requires hundreds of ideas and thoughts. Final success and in some cases survival of organization itself depends on planning for creating and using new thoughts.

Here, creativity can play significant role through making and finding new thoughts and innovation while using thoughts. However as it was mentioned, creativity is not enough merely in managerial perspective.

Thought should be come into practice and this should be done through planning. At last, todays according to modern managerial theories, one of the main components and tasks of managers is to create needed field for appearing innovations and creativities to make changes in organizations in order to be consistent with unpredictable environment. However today, managing innovation and creativity is one of main components of management in the organizations.

Resources:

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4/17/2013