
Creative Management

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In today's changing economy one must learn the art of 'creative management' to progress in one's organization. Business creativity is not a luxury but a necessity. Creativity is to innovate cost efficiency and effectiveness; it is an action of taking risk, to create ideas that will work and sell. The key to managing creativity is to maintain a balance between competing ideas, disciplines and forces that erupt from collaboration. In management, there are many ways for encouraging creativity in a team.

Encourage ingenuity and creativity : by challenging your people to improve on their method of doing things. Management control is a balancing act.

Encourage experimentation : Many major companies are known for their innovative strategies. Individuals are allowed to spend 10%-15% of their working time in pursuing their ideas.

Building a creative environment : Management can and should try to build a positive culture.

Giving credit where it is due : This is another way to encourage people to unfold their creativity.

Evaluating individual performance : It can also encourage creativity and motivate people to perform better.

Developing an Idea Bank : The aim should be to get more and more constructive ideas for the organization. A good idea may come from an individual but it can be enhanced through the process of collective creativity.