

IMPACT FACTOR OF CREATIVITY AND INNOVATION AT WORK PLACE

ABSTRACT

This paper is about creativity and innovation in the business. In today's Business world, organisation should be more alert and focused in the competitive world. Creativity plays a vital role in the innovation process, and innovation that markets value is the initiator and sustainer of performance and change. Creativity and Innovation can differentiate the organisation with one another. Creativity exhibited by individual employees and teams is a key driver of organizational innovation and success. Broad complex and multifaceted, Creativity and Innovation can take many forms and can be found within a variety of contexts in all levels of employees at work place. Creativity and innovation are distinct concepts. Creativity will provide the core ideas that may eventually lead to innovation and help to overcome the challenges. The more creative your ideas are, the higher is the risk and the lower is your possibility of success but the ability to think productively and creatively is not just a gift given to few, but a set of repeatable skills anyone can develop. It is therefore essential to embrace the ideas that will turn today's opportunities into tomorrow's productivity and profit.

Keywords: Creativity, Innovation, Organization, Productivity, Success

Introduction: Creativity and Innovation has been considered lifeblood for surviving of any organization in a global environment. In today's global scenario Creativity and Innovation are two important inter dependable terms which force managers at all level to become more creative and innovative. Creativity is widely seen as a driver of innovation, growth, and societal development. All innovation begins with creative ideas. Creativity is the starting point for innovation. The field of creativity is closer to the behavioural sciences, while Innovation comes from areas related to management, economics, public administration or political science which facilitates the transformation of individual work roles, teams, and organisations into desired future states.

Creativity and Innovation is the spark that makes good companies great. The Companies which knows how to innovate don't necessarily throw more money into Research& Development, Instead of that the company will grow a new style of corporate behavior that is comfortable with new ideas, change, risk and even failure. Creativity and Innovation is seeing and acting on new dealings thereby bringing them to life and add value. Creativity is not a personality trait which is available only too few. Everyone has some creativity, but it has been muted .Creativity is a way of motivating the innovative ability.Learning new creative techniques is a repetitive process within an organization which will result in new and improved processes, product and methods. Creativity and innovation is a process by which a symbolic domain in the culture is changed and there is successful exploitation of new ideas.

Objectives of the study:

- To understand the importance of creativity and innovation at work place
- To assess the different sources of creativity and Innovation in Individuals
- To examine the techniques that stimulates Creativity and Innovation
- To ensure creativity and innovation leads to high productivity

Importance of Creativity and Innovation at work place:

Creativity and Innovation have become vital skills for achieving success in an Organisation. The creative way of solving management problem requires creative insights in order to find suitable solutions. Creativity goes hand in hand with innovation. Creativity is the driving force behind innovation and the

incorporation of looking at things from a different perspective and freedom of restrictions by rules and written or unwritten norms. Creativity in products, services, procedures, and processes is very significant. It is needed equally in the established enterprise, the public sector organization, and the new venture. They can make more effective difference by boosting the inherent motivation of personnel. An Organisation should focus more on the following levers

- the amount of challenge they give to personnel to stimulate minds
- the degree of freedom they grant around procedures and processes to minimize hassle
- the way they design work groups to tap ideas from all ranks
- the encouragement and incentives they give, which should include rewards and recognition
- the nature of organizational support. In simple, managers must themselves be motivated.

Creativity and innovation at work place have always been recognized as a positive path to success. Motivating creativity and exploring completely new leads as result to rise in the productivity of the organisation. Encouraging the employees to think outer surface and giving them enough time and resources to explore new areas for innovative ideas. Creativity and Innovation improves the process of solving problems. It doesn't matter if it develops a new strategy or an innovative way to stay onward of the competition. Creative problem solving gives that competitive frame that any organisation is striving to accomplish. An organization should allow the creative ideas and innovative approach from their employees which will help in uplifting the position of any business.

Sources of Creativity and Innovation in Individual:

Many theorists, with case studies, experiments and research methods have attempted to better understand the sources of creativity and Innovation in Individuals. Their efforts have been contributed considerably to increase our understanding of the subject. The challenge lies partly in the nature and definition of creativity and innovation itself. Broad, complex and multi-faceted, creativity and innovation can take many forms and can be found within a variety of contexts. It is personified by individuals with a broad choice of personal uniqueness and backgrounds. It appears that the only rule is that there are no hard and fast rules concerning the sources of creativity and innovation.

Cognitive psychology provides the most productive and developed viewpoint on the sources of individual creativity the following three components:

Knowledge: All the relevant understanding of an individual brings to bear on a creative effort. The knowledge that brings relevant information that an individual brings to bear on a problem. There are two types of knowledge that may be required for creativity. It is in-depth experience and long-term focus in one specific area allows people to build the technical expertise that can serve as a foundation, or playground for creativity within a domain. At the same time, creativity rests on the ability to combine previously disparate elements in new ways, which implies a need for a broader focus and varied interests expertise.

Creative Thinking: This relates to how people approach problems and depends on personality and thinking style. Creative thinking is a key aspect of the creative process, the key aspects of creative thinking are

- ❖ Comfort in disagreeing with others and trying solutions that depart from the status quo.
- ❖ Combining knowledge from previous distinct fields.
- ❖ Ability to persist through difficult problems and dry spells.
- ❖ Ability to step away from an effort and return later with a fresh viewpoint.

Motivation: Motivation is usually accepted as key to creative production, and the most important motivators are intrinsic passion and interest in the work itself. Even more than particular cognitive abilities, a set of motivational attributes—like curiosity, intrinsic interest, and perseverance bordering on obsession—seem to set individuals who change the culture apart from the rest of human kind. The role of intrinsic motivation and ways in which intrinsic motivation can be enhanced in the classroom and workplace

Techniques Stimulate Creativity and Innovation at the Workplace:

Most literature on creativity and innovation in the workplace targets an audience of managers and business leaders and focuses on methods to foster organizational climates favorable to innovation. The companies have historically approached the creative climate in different ways and there is no formula for systemic creativity. One vital element, is that top management holds the power to set the tone and thus plays a key role in whether a company will be innovative or not. Management “must ask for technical innovation, demand it, encourage it, stimulate it, fund it, and reward it,”

The following are six focused areas:

- ❖ **Challenge:** Match people to jobs where challenge/stretch is optimized: “not so little that they feel bored but not so much they feel overwhelmed and threatened by a loss of control....One of the most common ways managers

slay creativity is by not trying to obtain the information necessary to make good connections between people and jobs.

- ❖ **Freedom:** Give people autonomy concerning the process, not necessarily the end. In fact, clearly specified strategic goals often enhance people's creativity, but freedom in process enhances sense of ownership. At the same time, programs that do employees to choose their goals have also been known to enhance creativity.
- ❖ **Resources:** Resources in both time and money are important. Under some circumstances time pressure can enhance creativity by increasing urgency and sense of challenge, but fake or impossibly tight deadlines create distrust and cause burnout. It can be said that people are less creative under time pressure, despite the fact that they think they are more so.
- ❖ **Work-Group Features:** when teams include people of diverse perspectives, ideas combine and combust in interesting ways. Teams must share excitement, be team players, and recognize the value that each member brings to the table. Creating such teams requires managers to have excellent knowledge of their people.
- ❖ **Supervisory encouragement:** Freely and generously recognize creative work even before the commercial impact of that work is known. In general, people react to new ideas with a criticism bias. They think about why not to use it instead of how to explore it further. This creates a climate of negativity and fear and should be consciously overcome. As highlighted by multiple researchers and theorists, an organization's culture and attitude toward failure are key to promoting innovation. Organizations that tolerate failure and encourage risk-taking are more likely to see booming innovation.

❖ **Organizational support:** Inherent motivation increases when people are aware that those around them are excited and where there's information sharing and collaboration. Bad politics is to be avoided and gets in the way. In addition to motivational approaches, collective knowledge and thinking processes are also important. Just as creative individuals must be capable of breaking down barriers between disciplines and combining knowledge in new ways, organizational creativity also results from both breaking and making of new corporate connections.

Conclusion:

Based on literature review, the present study on the topic Impact factor of creativity and innovation at work place will not to be considered as the definitive outline on this subject, but we shall hope that they can serve as guidelines to a better understanding of, the creative process that leads to the stabilization of the innovation. Unless the descriptive research is done the real effects neither at the individual and group level nor at the organizational level will not be clearly known. Adopting an organizational focus on the study of creativity entailed an increasing consideration of background influences. When organizations have selected and hired employees who have the natural inclination to be creative, if the organizational framework is unsupportive the employees' creative potential will not be realized. On the other hand, If managers create an environment that supports creativity, even employees who lack the natural inclination to be creative may become creative. Leadership plays a key role in forming a supportive context for creativity and Innovation.. Hence, organizations should train their managers to exhibit the type of leadership or supervisory behaviors that nurture instead of inhibit employee creativity. An organisation require an frame derived from some blend of a creative idea and a superior capacity for execution. Where creativity may

involve an innovation product or a process that changes the existing order. Creativity and Innovation is the successful development of competitive edge and as such, is the key to any Organisation. Creativity and Innovation are at the heart of the spirit which striving to perform activities differently or to perform different activities to enable the organisation delivers a unique mix of value. No doubt, the current economic environment is a volatile and violent one. The new environment demands renewed dynamism of approach. Creativity and innovation is the new name of the competition. Only the sharp organizations can manage the changes inherent in the new environment. It is the duty of the organization to lean, be flexible, and eager for new things, which is the purpose of every business.

REFERENCES:

- Armbruster, H., Bikfalvi, A., Kinkel, S. & Lay, G. (2008). Organizational innovation: the challenge of measuring non-technical innovation in large scale surveys. *Technovation*, 28, 644-657.
- Amabile, T. M. (1983). The social psychology of creativity. New York: Springer-Verlag. <http://dx.doi.org/10.1007/978-1-4612-5533-8>.
- Amabile, T. M. (1983). The social psychology of creativity: A componential conceptualization. *Journal of Personality and Social Psychology*, 45, 57-376.
- Ekvall, G. (1997). Organizational conditions and levels of creativity, **Creativity and Innovation Management**, Vol.6, No. 4, pp. 195-205.
- Farr, J. L., & Ford, C. M. 1990. Individual innovation. In M. A. West & J. L. Farr (Eds.), **Innovation and creativity at work**, pp.63-80. New York: John Wiley & Sons.
- Hemlin, S., Allwood, C. M., & Martin, B. R. (2004). Creative Knowledge Environments, S. Hemlin, C. M. Allwood, & B. R. Martin (Eds.), **Creative knowledge environments: The influences on creativity in research and innovation**, (pp. 1–30), Cheltenham: Edward Elgar.
- Tierney, P. and Farmer S. (2004). **The Pygmalion Process and Employee Creativity**. *Journal of Management*, Vol. 30, No. 3, 413-432.