

CREATIVITY (Myth Vs Reality)

These days there's hardly a mission statement that doesn't herald it or a CEO who does not laud it, and yet despite all of the attention that business CREATIVITY has won over the past few years, maddeningly little is known about day to day innovation in the workplace.

WHERE DO BREAKTHROUGH IDEAS COME FROM?

WHAT KIND OF ENVIRONMENT ALLOWS THEM TO FLOURISH?

WHAT CAN LEADERS DO TO SUSTAIN THE STIMULANTS TO CREATIVITY & BREAKTHROUGH BARRIERS?

Like Most of us in this field Teresa Amabile has been grappling for 30 years....., who heads the entrepreneurial Management Unit at Harvard Business School, and who has devoted her entire research program to the study of CREATIVITY. Working with team of PhD's, graduate students and managers from various companies, she collected nearly 12000 journal entries for 238 people working on creative projects."The diary was designed to look at creativity in the wild"....She says, we wanted to crawl inside people heads and understand the features of their work environment as well as the experience and thought process that lead to creative breakthroughs.....

Myth

1) Creativity comes from Creative types;

When CEO'S and Senior Managers were asked, where do you want CREATIVITY to come from?

General Answers; R&D, Marketing etc.

FACTS;

Almost all of the research in this field shows that anyone with normal intelligence is capable of doing some degree of creative work. Creativity depends upon number of things;

Experience, knowledge and technical skills, ability to think in new ways & the capacity to push through uncreative dry spells.....A RELAXED STATE OF MIND!

Most people aren't anywhere near to realizing their creative potential.....stress, inhibitions, environment, barriers etc are the major causeResearch shows 80% of toxins can be released through our breath & ONLY 30% OF LUNG CAPACITY IS USED IN NORMAL COURSETHERBY ONLY 30% OF OUR POTENTIAL IS UTILISED!

Myth

2) Money is a Creativity Motivator;

Most of them responded question isn't relevant...they don't think about pay on a day-to-day basis. And people who spend lot of time wondering about their bonuses were doing very little creative thinking.

FACTS;

People put far more value on work environment where creativity is supported, valued and recognized. People want the opportunity to deeply engage in their work & make real progress.....important to match people to projects .People r most creative when they care about their work....they're stretching their skills..... An environment which promotes ENTHUSIASM, ENERGY AND OPEN MIND is key ingredients.

Myth

3) Time Pressure fuel Creativity

People often thought they were most creative when they were under severe deadline pressure

FACTS;

People were least creative when they were fighting the clock. Infact, with time pressure hangover was found. Time pressure stifles creativity b'coz people can't deeply engage with problems. Creativity requires incubation period, they need to soak in a problem and let the ideas bubble up.....WHICH COMES FROM CALM, PEACEFUL & MEDITATIVE STATE.

Myth

4) Fears force Breakthroughs;

It's a widespread notion that fear and sadness spur creativity.

FACTS;

A research was done on 12000 entries for the degree of fear, anxiety , sadness ,anger, love and joy. It was found that creativity was positively associated with joy and love and negatively associated with anger ,fear & anxiety .It shows people are happy when they come with a creative idea ,but they are more likely to have a breakthrough if they were happy a day before. One day happiness, often predicts the next day creativity.....TO BE ABLE TO EXPERIENCE JOY, LOVE & HAPPINESS ON A DAILY BASIS.

Myth

5) Competition beats Collaboration;

There's a widespread belief that internal competition fosters creativity &innovation.

FACTS;

Research shows that creativity takes a hit when people in workgroup compete instead of collaborate. The most creative teams are those which collaborate, through.....TEAMWORK, AN UNDERSTANDING ONE'S STRENGTH...

Myth

6) A streamlined Organization.

Managers believe downsizing or restructuring actually foster creativity.

FACTS;

While restructuring is fact of life..... it is shown that every single one of the stimulants to creativity in the work environment went down significantly during restructuring.....ABILITY TO COPE UP WITH UNKNOWN AND EFFECTIVE COMMUNICATION AT ALL LEVELS.

Taken together these operating principles for fostering creativity in the work place might lead you to think we are advocating soft management style....not true!
We are pushing for smart management style. Research shows High Creativity , teamwork & Productivity when people have;

- Reduced Stress and High Energy.
- Calm and Meditative state of being.
- Heightened enthusiasm
- Enhanced interpersonal skills
- Improved health and wellness
- Open mind and improved self esteem.
- Enjoy work and create positive environment

When work itself is valued and recognized then creativity will flourish, even in tough times!

HOW DO WE TRANSLATE THIS INTO REALITY!!!!.....

“INTRODUCING ART OF LIVING”