



CHAPTER ELEVEN

Using Creativity on the Job

Professional & Occupational Creativeness

Creative Organizations Produce Profits and Happy, Growing People

During the past thirty years through working, reading and research I have discovered that a **Creative Organization** is

vibrant and is fun to work in
 one with a stimulating atmosphere
 filled with enthusiasm
 one where humor happens easily
 where commitment is obvious
 seen to have true teamwork and mutual support
 among employees
 an organization that shows it cares for its people in
 many ways.

Do these describe your organization?

What about the people in your organization? Do they . . .

work hard eagerly
 listen to other's visions & strategies
 graciously share ideas

enjoy their work
 like and respect each other
 continuously look for improvement
 continuously look for ways to help
 are sincere
 are human & personal
 strive to help each other at work and home
 have many interests
 tend to laugh easily
 take on problems as challenges with pride
 see a lot of fun in their daily work while be professional
 about it.

Do these describe you, the people your work with, the employees that work with you? Do they describe your vendor's or supplier's people? Do they describe your clients or customers, students, parishioners? Each of these are learnable habits.

During the later 80's and early 90's many companies around the United States have attempted to create such environments and to hire or keep such people.

Many academic, business and industry experts and psychologists have tried to explain why this has been happening. Why do you think they have or are happening?

Why the Changes?

shrinking working force
 increasing demand for smart, skilled, motivated people
 growing service economy
 demand for quality
 movement towards teamwork
 attention to customers
 importance of individual
 people orientation
 relationship-driven workplace

profit generated by hearts not sweat
 through competence, capacity & commitment
 changing complexity of work force
 managers experiencing great insights
 managers becoming leaders instead of simply managers

These may represent the majority of the reasons. I believe it is an integrating or mixing of these reasons combined with the growing internal desire of people to exercise their natural creativeness throughout their whole lives and not simply at home or when they are involved in their hobbies or just for fun.

Creative Organizations generally create. . .

healthy leaders	clarity of mission & purpose
quality service	flexibility
loyalty & commitment	customer care
creativity & innovation	pro-active thinking
people-skilled leaders	reliability & accountability
attraction & retention of the best	low turnover
efficiency	effectiveness
reduced waste & accidents	vitality & energy
job satisfaction & growth	open, direct communication
healthy, safe jobs	increasing performance
reduced crises	collaboration
self-directing teams	healthy, happy people
continuous learning & growth	increasing profits

Do you think your organization or department or agency would benefit from these? Of course it would. How do you produce such an organization?

By first examining which of the creative traits you, your people and your organization possess. Second, by working together towards developing 2 or 3 of the traits at a time. Perhaps you can develop a Creativeness Team to have them

choose 2 or 3 traits then brainstorm ways to develop them in your organization. At the end of 21 days to a month choose 2 or 3 more and continue.

Start in your meetings. Encourage creativity. Support creativity. Reward creativity. Begin enriching creativity by starting creative idea programs. Use some of the S.T.A.M.P.S. creative thinking tools in some of your meetings. Train other people in how to use them. Have them in turn train other people how to use them. Encourage people to use creative thinking on their personal problems and challenges.

Next get your management team together and try the next exercise during your next meeting. It will provide you with a model of what not to do any more. Set aside 30 minutes to complete the exercise.

1. Complete the questions individually
2. Collaborate your total answers
3. Discuss how many of the traits describe current conditions in your organization, department or agency.
4. Discuss how you make change these habits
5. Discuss how you might create a Director/Manager of Creativeness instead and decide who would be it.

DIRECTOR/MANAGER OF UN/NON/ANTI-CREATIVENESS

Your assignment is to create the position of **DIRECTOR/MANAGER** of Un/Non/Anti- Creativeness.

First, describe him or her—characteristics, habits, traits, what they enjoy to do.

Second, describe the **job**.

Third, describe their **goals & objectives**.

Fourth, describe their **daily tactics**.

Keep in mind that people who work 40 hours or more spend the majority of their waking hours (65 to 75%) or their true lives at work or getting to work. With that in mind focus on how you as a manager or leader can help them have the most creative lives possible.

In return you will receive higher productivity, quality, service, and profits, while helping your people have better lives.

Take the lessons, the aha's, the insights you discover doing the "Director of Un/Non/Anti-Creativeness and examine how many you are guilty of, fully or partially. Many highly creative people, when they are leaders, often will squelch the creativeness of their employees or teammates.

How? By. . .

1. Setting too high of standards.
2. Moving too fast
3. Being too strong-minded about their own "rightness"
4. Demanding too much
5. Assuming too much, not communicating enough
6. Being poor listeners
7. Becoming super sensitive about criticism or evaluation
8. Forgetting to stop and help people
9. Changing their minds too much (constantly improving things)

10. Missing the “BIG Picture”
11. Losing track of other projects
12. Focusing too much on their point of view, problems, goals, etc.

As a creative leader, challenge yourself to weekly take time to evaluate yourself. Ask yourself am I committing any of these twelve? Am I acting like a Director of Un/Non/Anti-Creativeness?

