Creative Management

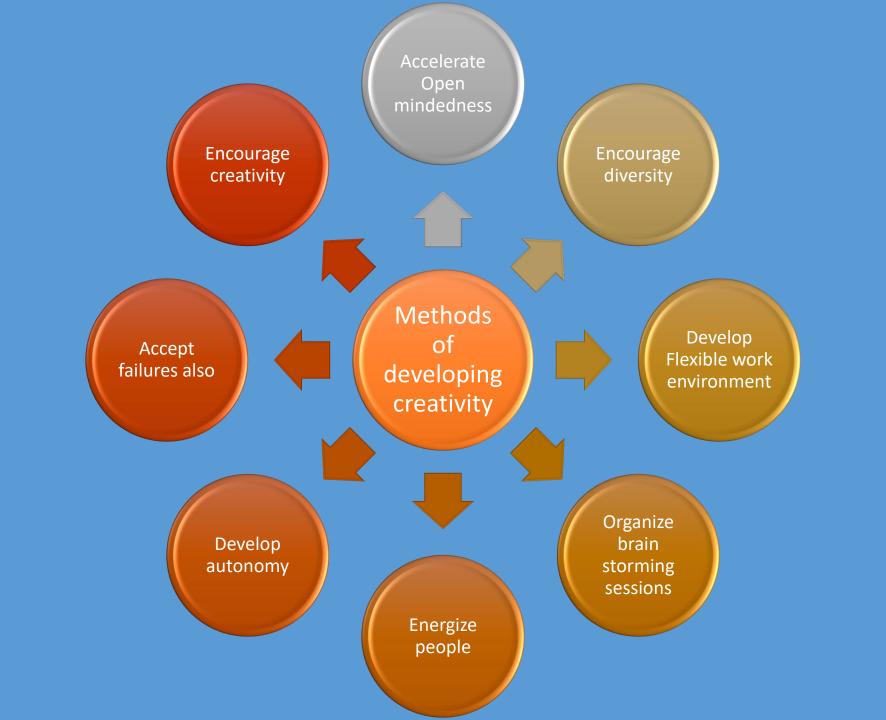
Prof. Mukesh Ranga

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Importance of creativity

- Ease and fast problem solving
- Better identification in competition
- Enhance productivity
- Multiple solutions
- Reduce challenges
- Promote Innovation

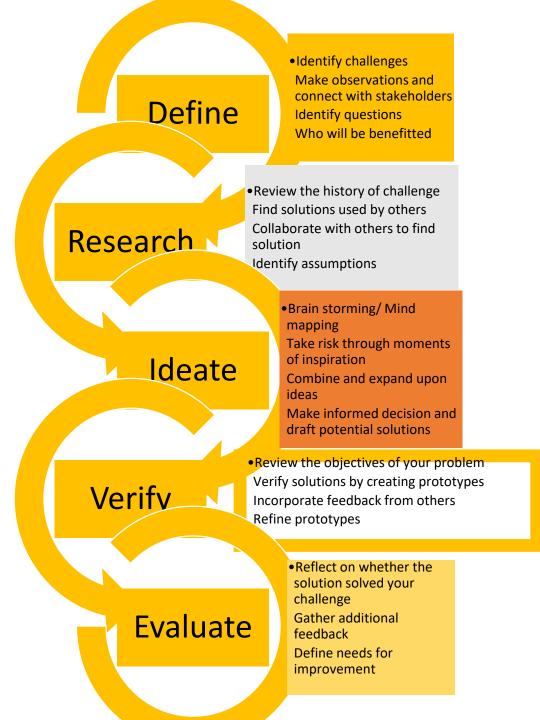


Creative Thinking Process

Perception/ Facts

Ideas

Solutions



Components of individual creative thinking

Creative thinking skill- Creative thinking skill determine how flexible and imaginatively people approach problems. Do their solutions upend the status quo? Do they preserve through dry spells

Expertise-Expertise in word, knowledge-technical, procedural and intellectual

Motivation- An inner passion to solve the problem at hand leads to solutions, far more creative than do external rewards, such as money. This component is intrinsic motivation which is the one that can be most immediately influenced by the work environment