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CREATIVITY IN ORGANIZATIONAL MANAGEMENT AND ITS EFFECT ON THE MELIORATION OF HUMAN POWER'S ACTION

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ABSTRACT

From the beginning of human's creation, and after birth creativity has been existed, with the continuation of life and with the quick improvement of science, philosophy, and technology. Knowing the simplified agents of organizational evolution, obstacles, and the agents of reinforcement against that can be effective in the correct or principle management, guidance of innovation. Reinforcing the ability of innovation and creativity in organizations can be one of the significant simplified agents in the structure that corresponds to the appointed aim. Achieving the aims of the organization relates to the ability of staffs on duty with the correspondence to the adapted environment. To perform the training and meliorating the human power that causes an increase in their efficiency so that people can continue their activities with the adapted organizational and environmental changes highly systematically. The result indicated that, training and meliorating is a planned and continual struggle by the management in order to improve the capability of staffs and the organizational performance. This article not only expresses the role of human training resources and its significant necessity, also states the relatively common aims of different organizations and systems which are the in-service training and dynamic training of staffs.

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INTRODUCTION

Every country and organization realizes its targets so that the supervisory enforcement and observation is necessary there, and the behaviour of people is the framework of regulations. Especially in the training organizations that miscellaneous goals are followed and more complexity in training and the teaching is seen than other organizations. Creativity needs innovation and the realization of inventiveness depends on creativity. However, these two cannot be separated in practice; creativity can be envisaged as the bed of improvement and the appearance of innovation (Alvani, 1993). "Creativity" means to create. To the psychological view point "creativity" means to create a new thing from another thing uniquely. In other words, creativity means to decrease or increase a phenomenon, deform, or combine it with other phenomena, things, and stuff (Peerkhayefi, 1998). To the organizational view point creativity means the presentation of design and cogitation in order to improve and meliorate the quantity or quality of the organization and innovation (Amabile, (1996). Increasing creativity in organizations can improve the quantities and qualities of services, cut cost, prohibit the

resources wastage, decrease the bureaucracy, increase the competition, increase the effectiveness and efficiency, motivate, and lead to job satisfaction among staffs. The role of manager in nurturing creativity is to provoke and encourage staffs, authorize staffs to do what they want, find the creative minds, and profit from others creativity. Participatory management system with the help of self-control of staffs, consultation, encouraging initiative, and respect to people plays a significant role in nurturing the creativity of staffs (Aqaifishani, 1998). Rezaeeyan (1993) knows the creativity as applying one's mental abilities in order to create new thought or conception. Innovation is applying the new ideas due to creativity that could be a new product, a new service, or a new result for doing the jobs. Also, M.Behrangei (2000) equalizes the creativity with the divergent cogitation (achieving new outcomes for problems) against convergent cogitation (achieving responses). Those who are in divergent cogitation group seem different in their thought and action, gain distance from habitual custom, and apply new creative strategies.

The Literature of Research

Abutorabian (2003) claims that creativity is the result of

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different treats with the problems, and believes that if one's contemplation be the same as others the result of that problem would be what others have found. It is obvious that creative cogitation needs to think differently from others. Khorshidi (2001) expresses that creativity can be envisaged as abilities for forming new ideas in order to answer a specific requirement. Therefore, creative cogitation is purposeful to solve specific problems such as economic, social, cultural and etcetera. Also, Haqshenas (1999) states that the important feature of creative cogitation leads to results that are applied in solving the problems. Actually, the output of cogitative creativity tends to be judged. So far, experts have suggested different strategies for improving creative cogitation. The strategy of rhetorical training, for example, encourages the trainees that they are possible to think and suggest about a subject or phenomenon freely. Seiyf (2001) points several strategies for improving creative cogitation. To ask meditative questions, value the uncommon and weird contemplation, give chances to the trainees for discovery, notice to the personal differences, follow the creative behaviour are such examples. The relations of managers with the training factors of school managers as one of the factors of training system can effect on the process of creative cogitation. This role is important to some extent that without the help of manager the probability of correct realization of such aims would be impossible. This fact shows that in one training system all the factors and members are related to each other and change in one factor affects significantly on other factors.

Features of Creativity

Creativity has motivational structure, due to this reason the protection of creativity is pledged to the protection of people's motivation. When a creative person has sufficient stimulus, he tends to create thoughtful initiative on his duty. This stimulus is nothing except the internal stimulation which means motivation accompanied with tendency, enthusiasm, and inclination. This point should be noticed in the discussion of creativity and management. In other words, when human being does not feel effective and beneficial, he does not induce to work. Creativity is based on human being's determination. As a matter of fact, creativity is the right of choice and the power of decision in order to choose. Human has this right in life to choose and determine his pattern. Human being had this ability to treat free from daily habitual activities and disentangle himself from the imposed patterns of nature and social environment (Peerkhayefi, 1998). Several studies have shown that creative people follow and focus on purposeful thought or work, discipline, and commitment (concentrated work) while they are on duty. Creative people due to their combined mind connect the irrelevant and lost agents together. Such action needs a mental plan and design. In other words, creative cogitation from the beginning up to result yielding follows a specific plan (Peerkhayefi, 1998). Creativity depends on social environment and, without flattering, would be created in suitable beds. Family, school, organizations, customs, culture of each society form the beds of creativity. These beds can apply positive or negative effects on creativity. In negative social beds, creativity comes to rest in a destructive limitation. In this situation, creativity also

confronts the accepted reinforcement. In positive social beds, there are freedom and independence in order to achieve correct responses. People in this environment feel effective and beneficial. Creativity has natural distributional pattern. Creativity is the public skill and exists among all the people. However this feature cannot be observed in some people sometimes, it does not mean that they lack creativity. That is because they have not found the suitable chance to present, so it has lapsed (Peerkhayefi, 2000).

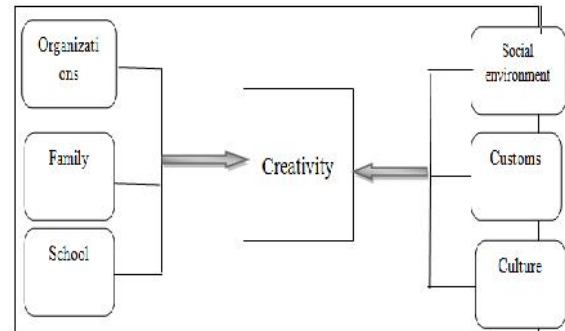


Figure 1 Factors influencing on Creativity

Innovation

Innovation means the externalized creativity which has put into action or in other words, innovation is the realized creative cogitation. Innovation is the presentation of product, process, and new services to the market. Innovation is applying of mental capabilities in order to create a new conception or idea (Bharadwaj, & Menon, 2000). Creativity publically means the ability of combining ideas uniquely or connecting the uncommon relations between ideas. An organization which encourages the organizational innovation tends to improve the unknown theories of problems or unique solutions for solving the problems. Innovation is the process of acquiring creative cogitation and changing it into a product, a service, or a new helpful strategy (Naeli, 1985).

Creative Manager and his Role in Improving Creativity

Creativity means applying mental capabilities in order to create new conception or idea that the continuance of life span in organizations depends on their melioration. Meliorating the organizations is performed by synchronizing the aims with the day's situation and rectifying the gaining strategies. Every person who is or who is not a manager has talent and creativity. Furthermore, creativity should not be monopolized just to the managers. A creative manager in organization can change the formal and strict atmosphere to such atmosphere which is appropriate for students. Creative managers versus traditional managers that always tend to talk about the customary ideas of staffs and believe in free-thinking like a principle when the creativity of people is appeared. Creative managers tend to provide an atmosphere in which the unique solutions of people are preferred to the flexible regulations of training system staffs and trainees have this right to act completely different from others. They give staffs half a chance to present their new solutions for different subjects and do not get their staffs into the habit of customary activities in

order to change the flat condition into the dynamic one (Haqshenas, 1999).

Creativity in Training Management

Today's complicated life changes every second, creativity and innovation are necessary for active continuance. Human being for getting joy and happiness needs creativity and innovation to give satisfaction to the variety of his demands. Human society for living and escaping from death and resistance needs evolution and innovation. Today the motto of destruction awaits you except for being creative. In front of managers there are all the organizations especially The Ministry of Education that its assigned duty is to train and educate the children or the future -makers, would shift its role. Therefore the training organizations firstly provide a condition for improving innovation and creativity, and profit the people's talents or abilities, by which help the cultural, economic, and social expansion in society Secondly needs organizational creativity and innovation for its dynamism (Alaqa, 1999). Another responsibility of the training managers is to notice the activities of students. The school managers not only do give service and supervise the students' activities, also recognize their abilities, interest, requirements, and try to nurture them. Training managers apply the personal and specialized capabilities of teachers and training guides who can help to improve and analyze the training activities and increase the output of schools. Another responsibility of the training managers is to provide specific requirements and facilities (Mobasheri, 2001).

Training Course

A three year research in Singapore has shown that 17 percent of trading and industrial companies of this country went bankrupt while this percentage was less than one for the companies which performed the training staffs plan. Also, according to the statistics of The American Management Association up to 2000 seventy-five percent of all the present workers needed retraining. Also in Sweden to response such changes, human power policy activated and spent 2 or 3 percent of its own national production for retraining the job owners annually. Consequently, the traditional strategy emphasizes that only learning should happen in childhood, adolescence, and adulthood is abolished and now only with connected and stable learning can accompany the evolved society with the changed technology (Haqshenas, 1999). The performed researches have shown the beneficial life span of the engineering knowledge which has done by the engineering college from the beginning took sixteen months. After this time they should apply the in-service and complementary training. In such research agencies the valuable duration of specific academy certification is just from three to five years (Safi, 2001).

Creative Staffs

Staffs and executive group should be known as the most valuable resources for an organization because human resources benefit from these profit-making people. Organizational success is a target that would be possible with the effort of staffs in order to support the creative policies of a manager. Hence, the following features must be noticed if the target is to create the process of

profitability of staffs has direct connection with their motivation. In other words, to cope with work and overwhelm on the problems need motivated support and a creative manager should answer this expectation correctly that means to encourage staffs to be hopeful toward their job (Saatchi, 1997). Likewise, the presentation of ideas and innovative behavior among staffs are increased with improving the sense of beneficence and respect toward their working characteristics. The requirements of creative staffs are participating in organizational and productive comparing, respecting their ideas and effort, acknowledging their positive implementation, thriving their talents (Afshinmanesh, 1992).

Creativity Intensifying Reasons

The internal sense of contemplation enables the human to create a situation that has no existence in the physical world, actually it has resembled in mind. Make it possible for him to create better opportunities when he has the same facilities as others have. As a matter of fact creativity might be more acquired than being innate and these abilities can be improved by training (Haqshenas, 1999).

Motivation

The encouraging motivation toward innovation may relate to the personal life and characteristics or may depend on the person's habitation that we analyze the resources here.

The externalized motivation It relates to the motivational society induced to the person that springs from the following reasons by itself.

The crises of society We all know that the source of creativity is need. Often creativity does not exist when there is no need in human life. Usually natural needs are presented monotonously unless in exceptional circumstances like different crises such as natural phenomena like flood, earthquake, volcano, tornado, and also sometimes disasters those are caused by human being like war. The type and reason of a crisis is not important here but the great torrent of needs after a crisis is significant that can cause a cogitative resolution among many different types of people and present the formation of creativity and innovation.

The expectations of society A society that shows a lot of improvements is witnessed an increase in creativity and innovation by each of its member's every day. In this society innovation is not limited to an intellectual group and includes all the people even the criminals are creating new strategies in their work.

Internal motivation It refers to the interior motivation of a person that includes the following factors.

Inherent talent This would happen with the external stimulus consciously /unconsciously and it can be accessible to all the needs in life with having medium intelligence and learning how to increase the creative cogitation.

Internal needs Sometimes people assume that an internal power forces them to innovate in order to help others to improve their daily level of life. These people can be with different genders, ages, jobs.

Personal crisis Personal crisis like the crisis of society can be an important stimulus in innovation.

Instruments

Some of the determined factors for achieving creative cogitation can be mentioned as the innovative instruments. These instruments are such as determination, self-confidence, quality, resembling, get assistance from others, proximity, similarity, change, extra activities. These elements present strategies for innovation and creative cogitation (Afshainmanesh, 1992).

Creative Organization

Creative organization should be known as an important area for the creative policies of management and inventive endeavor. In areas that lack creativity and risk-taking the presentation of critical cogitation and tendency to change has a significant decrease. The reason of such situation should be sought in stereotypical behaviour and full of limitations, unfulfilled estimation, conservative soul, strict rules, job insecurity, vagueness about the aims and pay no attention to the creative people (Aqaifishani, 1998).

Preventative Creativity Factors

The effort in order to eliminate day-dreaming before puberty, the limitations that prevent thinking and curiosity of children, too much emphasis on the role of gender, present that the sensation of creative cogitation are complete female manner Independence and self-containing are complete male manner. Feeling of fear and bashfulness, emphasis on speech skill threaten the creative talents of a person, judgment or estimation is not personal experience but this is the prejudice that cannot be experienced. The danger that threatens the common training of both home and training centres is the growing criticism of new ideas and the occurrence of new actions (Afshinmanesh, 1992).

Creativity in the Ministry of Education

Against many people's belief that creativity is innate, today it has been proved this talent is generalized to the person's memory and it can be important with specific principles, new way of thinking, and providing a suitable environment. However, the person plays an important role for this talent; the organization should provide the necessary atmosphere. So, one of the strategies to appear creativity is providing stimulating and inventive atmosphere. Therewithal, there is certain training for teachers and managers in organization, teachers have the responsibility to create such suitable atmosphere for students too (Safi, 2005).

CONCLUSION

Indeed family, society and The Ministry of Education are the actual constructive improvement in each society that the role of The Ministry of Education and every other of its sub-organization are notable. Therefore, the improvement of every organization depends on The Ministry of Education and this is the most important reason for training and nurturing today. The constructive basis that support the reinforcement and survival of a

person includes teachers, managers, training resources, training equipment that help the trainee to be a creative person. In other words, teachers, managers, creative students, and creative parents are encouraged and acknowledged. The best type of encouragement is not to belittle the small innovations. In creative training two major principles must not be ignored: 1. Creativity is not innate, it is acquired 2. For creativity, the suitable atmosphere must be provided.

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