Creativity and Innovation Practice

Name

Institution

Date

**Overview of my workplace**

Lincoln Limited offers professional cleaning services in New York, United States. Our company is located in Brooklyn, New York and has 78 employees including the management team. Throughout our operations, we come across various opportunities and challenges. In order to utilize the opportunities coming our way, we are required to use critical and creative thinking. This is also the case while dealing with the challenges we encounter. As the operations manager of this company, I am always on the frontline while dealing with the various issues our company faces.

**Theories of critical and creative thinking**

The theory of Multiple Intelligence

According to this theory, people have creative strengths that are usually domain-specific. Therefore, individuals are likely to become creative upon reflecting on this theory (Heuer et al, 1999). This is because they will be in a position to know the areas they failing thereby becoming aware of not only their own creative strengths but also those of others around them.

Walla’s Creativity Theory

According to this, creativity uses a structured approach to problem solving. The creativity process entails: preparation, incubation, intimation, illumination and finally verification. Therefore, it is important for individuals to understand the essential steps involved in creativity in order to enhance their creative and innovative skills.

The Triarchic Theory of Human Intelligence

According to this theory, critical thinking and creativity is as a result of a balance among three forms: practical, creative and analytical. Once an individual is able to balance the three aspects, he or she is likely to become a creative thinker and innovative (Stutz & Michels, 2012).

**Overview of perspectives on creativity and its importance or application in the workplace**

Creativity enables individuals to approach issues at hand using different perspectives. For instance, an individual is likely to approach a problem at hand through analyzing causes, effects and the various alternative solutions (Weisberg, 2006). This kind of approach enables the individual to have comprehensive information about an issue before trying to figure out its solutions.

In any well managed organization, creativity is viewed as an essential path to success. One of the reasons why creativity is important in an organization setting is because it improves the problem-solving process. This is because it offers various alternatives to solving the issue or issues at hand. The other importance of creativity at a workplace is increasing productivity (Mootee, 2013). This is because it enables organization members to explore unknown territories, an aspect that enables them to improve organization’s processes and procedures.

**Overview of individual, group, and organizational creativity**

Individual creativity occurs at a personal level. Every person has a creative comfort level, determined by his or her willingness to risk new ideas, personality and creative quotient. On the other hand, organization creativity is the creative capability of the whole organization (Zhou & Shalley, 2008). For an organization to have a high level of creativity, it must recruit creative employees and implement policies that will boost their creative levels. Group creativity on its part occurs as a result of positive interactions among individuals in a group. This creativity arises when group members are dealing with an issue that requires brainstorming reframing ideas in order to get solutions to the issues they are working on.

**Current issues of individual and group creativity and addressing potential restraints on creativity**

There are various issues which compromise both group and individual creativity. One of these issues is lack of direction where individuals and groups lack clear objectives and goals for their creative thinking. People’s creative minds spring to life once they know what they want to achieve and how to achieve them. The other obstacle to creative thinking is the fear to fail. This obstacle makes it difficult for individuals to take risks, hence unable to be creative. The other major obstacle to group and individual creativity is the fear of criticism. People fear being criticized for doing things differently, especially when their change does not breed success (Mumford, 2012). This fear leads to most people opting to stick to the current guidelines rather than being creative.

**4 recommended creative-thinking exercises or tools that would be of value to the organization**

The 4 recommended tools for creative-thinking exercises are:

**Brainstorming:** this tool entails coming up with new ideas. It is a powerful tool for creative thinking as it enables individuals to create new ideas while at the same time developing and motivating teams.

**Reframing ideas:** this tool entails changing the meaning of an idea to meet the current needs. This tool is important in creativity as it enables individuals or organizations to solve their challenges using existing ideas.

**The Checklist:** this tool enables individuals to be curious about the things they come across. Through curiosity, individuals are able to ask questions on anything they encounter, including their own assumptions. The aspect of asking questions leads to them enhancing their creativity as they are able to learn new things.

**Lateral thinking:** this tool entails looking at things or situations in a manner that is different from the assumptions made by the thing or situation. Lateral thinking enhances our creativity as it enables is to evaluate and assess things from different perspectives (In Dubina & In Carayannis, 2016).

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