

Managing creativity

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Imagination often arises from an ability to stop thinking literally. Management by contrast is a literal process. At the same time, good managers sometimes let thinks fly in order to create something new.

Creativity then is based on substance which in turn becomes transformed by the energy that an artist, scientist or entrepreneur expends in producing something new and something different. Most importantly, there is always purpose. The phrase “creativity for its own sake” gives short shrift to the intention that creator gives to the work.

Creativity nurtures the organization and for that reason it must be fostered and stimulated. Simple when you imagine it!

<http://youtu.be/WRQOs3ZZDQs>

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