

IMPORTANCE OF MANAGERS' CREATIVE THINKING DEVELOPMENT

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In today's rapidly changing business landscape, the ability of managers to harness and apply creative thinking is more critical than ever. This capability is vital not only for fostering innovation and driving strategic growth but also for solving complex problems and adapting to evolving market dynamics. As traditional approaches to management increasingly fail to address the novel challenges of the 21st century, the development of creative thinking skills among managers emerges as a key differentiator in achieving sustained organizational success.

Creative thinking in management extends beyond mere invention or innovation—it encompasses a broader application of thinking that challenges existing paradigms, explores new possibilities, and generates strategic insights that navigate companies through ambiguity and uncertainty. This shift towards a more innovative mindset enables managers to conceive unique solutions, optimize operations, and capitalize on new opportunities in ways that conventional strategies cannot.

Moreover, as organizations face an unprecedented rate of change due to technological advancements, globalization, and shifting consumer preferences, the demand for responsive and adaptable leadership intensifies. Managers equipped with creative thinking skills are better prepared to lead their teams through this volatile environment, ensuring resilience and flexibility in their organizational models.

In essence, the importance of nurturing creative thinking among managers cannot be understated. It is not merely an asset but a necessity for modern businesses aiming to maintain competitive advantage and operational effectiveness in an increasingly complex and unpredictable world. The following discussion will explore the foundational aspects of creative thinking in the managerial context, its impact on organizational innovation, and practical strategies for cultivating this essential skill [1].

In the contemporary business environment, where unpredictability and rapid technological advancements define the market landscape, the cultivation of creative thinking in management has become paramount. As businesses confront increasingly complex challenges and escalating competition, the traditional linear and analytical approaches to management are no longer sufficient. In this context, the role of a

manager transcends routine oversight and problem-solving; it requires a dynamic capability to think creatively and innovate continuously.

Creative thinking in management does not merely enhance existing processes but reimagines them, enabling organizations to leapfrog conventional boundaries and explore uncharted territories of growth and efficiency. This shift in managerial focus from maintaining status quo to driving innovation is critical in an era characterized by digital disruption, globalization, and changing consumer expectations. Managers equipped with creative thinking skills are not just administrators, but visionaries who can steer their organizations towards sustainable success [2].

The urgency for managers to develop creative thinking capabilities is amplified by the need to foster a culture that values agility, flexibility, and inventive problem-solving. In this rapidly evolving business milieu, the ability to creatively overcome obstacles and devise groundbreaking strategies is what distinguishes exemplary leaders from their counterparts. The development of a manager's creative thinking is crucial for several compelling reasons which are shown in table. 1.

Table 1.
Reasons for managers' creative thinking development

Reason	Essence
Innovation and problem solving	Creative thinking is the backbone of innovation. Managers who think creatively are able to devise innovative solutions to complex problems, challenge conventional approaches, and create new products, services, or processes that improve business performance and competitiveness.
Adaptability to change	The business landscape is constantly evolving due to technological advances, changes in consumer behavior, and global market dynamics. Managers who can think creatively are better equipped to adapt to these changes, foresee market trends, and pivot their strategies accordingly to maintain or gain market leadership.
Enhanced leadership	Creative thinking contributes to more effective leadership. It enables managers to inspire and drive their teams toward shared goals creatively and enthusiastically. By fostering a culture of innovation and openness, they encourage their teams to think outside the box and contribute their own innovative ideas.
Risk management	Managers with the ability to think creatively are more adept at foreseeing potential risks and devising innovative ways to mitigate them. This proactive approach to risk management is crucial for navigating the uncertainties that modern businesses face.
Competitive advantage	In a saturated market, businesses need to differentiate themselves to survive and thrive. Creative thinking helps managers develop unique selling propositions and disruptive strategies that set their companies apart from competitors.
Resource optimization	Creative thinking aids in identifying more efficient ways to

	utilize resources, whether they're financial, human, or technological. This can lead to cost savings, improved productivity, and ultimately, better financial results.
Employee motivation and retention	A creative and innovative environment is attractive to employees. Managers who promote and practice creative thinking contribute to a more dynamic and engaging workplace, which can attract top talent and reduce turnover.
Driving cultural transformation	As businesses undergo digital transformation and other major shifts, managers who think creatively can more effectively drive cultural change. They can envision the future state of the organization, motivate others to embrace change, and develop innovative ways to achieve transformation goals.

In conclusion, the cultivation of creative thinking among managers transcends traditional management practices, becoming an indispensable skill in the modern business environment. Managers armed with creative thinking capabilities are not only adept at innovating and solving complex problems, but they also possess the agility required to adapt to rapid market changes and technological evolutions. This adaptability is critical for maintaining or even gaining market leadership in today's volatile environment.

Furthermore, creative thinking in management contributes significantly to the development of a proactive risk management culture that can anticipate potential challenges and devise effective mitigations. This approach is crucial for navigating the uncertainties that are inherent in today's global business landscape. Beyond operational efficiencies, creative thinking also enhances leadership qualities, enabling managers to inspire and motivate their teams, thus driving collective success through a shared vision and dynamic collaboration.

Additionally, by fostering an innovative and engaging work environment, creative thinking aids in attracting and retaining skilled employees, which is essential for building a competitive edge. In saturated markets, the ability to stand out through unique strategic initiatives and offerings becomes possible when managers think creatively [3].

Creative thinking also plays a vital role in driving cultural transformation within organizations, particularly during periods of significant change such as digital transformations. Managers who can envision the future state of the organization and inspire their teams to embrace change are invaluable during these transitions.

Investing in the development of creative thinking skills among managers is therefore not just a tactical move but a strategic necessity that impacts all facets of an organization—from innovation and market competitiveness to employee satisfaction and cultural evolution. It ensures that businesses are well-prepared to face the challenges of today while innovating for the needs of tomorrow. Thus, empowering managers with creative thinking skills is crucial for any organization aiming for long-term sustainability and success in an increasingly complex and unpredictable business world.

References:

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