

# Leadership and Creativity

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**Abstract**—*There are various responsibilities that a leader is accountable for. The kind of leadership style that is adopted aligns the role that the leader intends to take.*

*The leaders aiming to influence the members of the group, need to adopt different strategies and attitudes to fulfill their role. Creativity is one such necessary component of the various strategies.*

*Some the areas that this research paper will highlight are:*

*What is the role of creativity in being able to lead the team? Is creativity only related to the concept of being able to think differently? What is creativity in context with Leadership?*

*How creativity paves the path for Innovation, Adaption to Change and Improved Performance?*

*There are various responsibilities of a Human Resource professional as well. So how does one differentiate the role of a leader and a human resource professional towards the members of the group?*

Leadership is the art of leading a group of people. Amongst the choice of various leadership styles, a leader has the primary responsibility of ensuring that the tasks assigned are completed within the framework of the desired organization's goals.

"As we look ahead into the next century, leaders will be those who empower others"- Bill Gates

We know for a fact that not all leaders wish to empower others. Autocratic leadership style is one such example.

Autocratic leadership, also known as authoritarian leadership is a leadership style characterized by individual control over all decisions and little input

from the group members. Hence, autocratic leadership style provides no room for flexibility and creativity. The rigid norms of the autocratic leadership make it difficult for the team members to find independence and self-expression.

Despite of such rigid characteristics of the autocratic leadership style, yet there are certain advantages proclaimed by the management professionals. These advantages fall in place when a project needs strong leadership or when the leader is required to be the most knowledgeable in the group.

However, such positive sides of an Autocratic Leadership Style could be contested with Democratic Leadership style. In a Democratic Leadership, members of the team are more participative in nature and are involved in the decision-making

process. However, only for the reason that the members in the group are given the leverage to be more participative, it cannot doubt the knowledge of the leader. The leader could still be the most knowledgeable person and the head of the team. Similar situation could be referred to the Laissez-faire Leadership Style. In Laissez-faire Leadership style, much more independence and flexibility is given to the participative group members. The different leadership styles differ with respect to how the management wishes to create a cohesive and conducive working as well as a participative environment.

With more and more participation opportunities given to the team members, the more possibilities are made available in order to create an atmosphere filled with creativity.

Creativity could be defined as the use of imagination and original ideas in order to create something new or creation for the purposes of inventiveness.

Creativity is needed in order to bring novelty within the organization. Whether it is a new set up or an old set up, creativity is essential as it distinguishes the organization with the rest of the organization. It creates uniqueness and differentiates the purposiveness of the organization's goals.

Creativity could be integrated within the organization through brain-storming, transforming distinct strategies of the past and paving a path for collaboration.

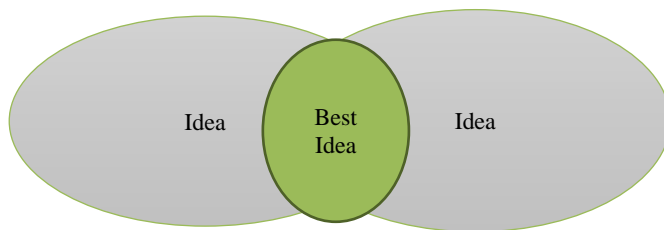
It must be noted that every leader is designated as a statutory head of the group. A leader is constituted as the head of the group due to its qualifications and requisite skills. The skills are judged with respect to the nature of the task that has been assigned to the leader and further delegate.

Creativity is not the ability to think differently, but rather being to perceive different scenarios within the same situation. If a problem has 3 possible solutions or outcomes, then by being creative, it could be possible to bring about more possible outcomes by not only thinking differently but also by being able to create analogies for better solutions.

Being creative, also involves using different strategies like analysis, synthesis and further enhancing the skills of logical interpretations in different business situations. This also helps in paving the path to adaption to change.

Being creative and adopting new strategies leads the path to innovation. As by being creative, the leader is not only abstaining from the old and repeated methods, instead is creating a room for better communication.

Innovation driven organization are mostly involved and focused on developing new products, increasing the market share, retaining more staff, increasing the training and development opportunities and thus increasing the operational efficiency.



**Figure 1.1**

The above figure 1.1. depicts how creativity is induced in the form of participative ideas. When a collaboration occurs, each member contributes towards creativity. The generation of a new idea is creativity. The best idea in the figure 1.1. depicts creativity.

The role of a leader is differentiated from that of a human resource manager. The human resource manager has the responsibility to ensure that the candidates and the staff that are employed possess the best aptitude and matching skills. But it is only after the recruitment process is completed, that the capacity and aptitude of the staff to be creative could be explored further by the management. The best way the Human Resource professional could ascertain the creative capability

of the staff is by taking standardized tests and by allocating effective interview strategies as a part of the recruitment procedures.

The efforts of a leader are more comprehensive in nature. The trainings and conferences that are organized by the human resources management professionals are mostly conducted by the leaders and industry professionals. Hence, a leader acts like the medium of communication, change and innovation between the employees and the industry structure. A human resource manager cannot induce creativity in the employees, but a leader could do so in many possible ways. A leader has the power in paving the path to creativity that would lead to transformation, both in employees and in the organization.

Creativity helps in being adaptable to change. Since business organizations operates in dynamic environments, it is essential for organizations to adapt to change and be able to incorporate unique and conducive strategies that further support in growth and transformation of the businesses.

Therefore, Creativity and Leadership when intervened together can bring desired transformation both in human resources and in the organization as a whole. Creativity can help organizations and individuals find substantiality and longevity in their organizational and social purpose.

## REFERENCES

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