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Creative Thinking Training Managers to Create Innovative Organizational Culture

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ABSTRACT

Today, development, training and evaluation of managers' thinking decision-maker, is one of the main functions of any organization. Therefore, creative thinking managers, an important part of any organization innovation. In management studies as well as discussing ways of thinking and perception managers has special place. One important issue is in the discussion, thinking, creative thinking and its role in innovation. Creativity, the evolution of the amplitude and leap in human thought and thought, so that the ability to synthesize new agents have previously. Creativity is more of an intellectual activity and mental While innovation is more practical aspects and In fact, is the final product creativity. In this study, the role of creative thinking training managers to create organizational innovation, from the perspective of providing power to make decisions and creativity in organizations is studied.

Keywords: Creative Thinking, Training Managers, Organizational Innovation.

INTRODUCTION

The rapid global developments in the field of science and technology, human societies have led to a new approach to intangible assets, seeking to increase their abilities to keep pace with these changes. The key issue in our society and communities in developing is innovation (Jahanian & Motahari, 2013). One of the main methods is an innovative organization. Creativity and innovation organizations in blossom talents and capabilities of human resources have an important role. The innovation is process of creative ideas into products, services and new methods of operation (Robbins & O'Gorman, 2015). In a general definition can be innovation as a new idea about an organization or an industry or a nation or in the world defined (Azoulay & Lerner, 2012; Mohr, 1969) that in advancing its business managers are effective and should consider it. In this article describes how the role of creative thinking training managers to create innovative organizational culture has been studied.

ORGANIZATIONAL INNOVATION

The Goffin and Mitchell (2016), innovation, use of technology and new executive to deliver new product or service to customers that includes equipment, products, services, processes, policies and projects. In the past half-century policy makers are increasingly interested in the development of knowledge-based innovation policy as the driving force of economic development

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(Peet & Hartwick, 2015). Organizations tend to accept more innovation in response to environmental changes and develop new capabilities to be more successful which will help it to achieve higher performance (Legrenzi, 2010).

Some researchers such as Poole and Van de Ven (2004) as activities for the development of ideas, implementation, reaction and change it if necessary, has been defined. According to him, the process of innovation over the instrument creating or inventing new concept that includes activities involved in developing and implementing in fact, the process of innovation as the development and execute new ideas by individuals over time in exchange with other background changes participating institutions and organizations (Egbu, 2004). The Conway and Steward (2009), innovation, use of technology and new executive to deliver new product or service to customers that includes equipment, products, services, processes, policies and projects, it is (Nidumolu, Prahalad, & Rangaswami, 2009). Innovation is identified and takes advantage of new opportunities to create new products, services or new business activities (Amit & Zott, 2012).

Innovation is the practical construction of new thoughts and ideas of creativity (Sharda, 2007). Innovation is as the creation of new knowledge and business ideas for new products with the aim of facilitating internal business processes, structure and market the service (Du Plessis, 2007).

Innovation is adoption and implementation of new ideas and processes, and products and services (Zerenler, Hasiloglu, & Sezgin, 2008). In view of the above, innovation can be defined as: The creation of new knowledge and ideas to apply and facilitate new business results, aiming to improve business processes and internal structures and create mobile products and services. As a result, innovation is include both radical and development initiatives (Leifer, O'Connor, & Rice, 2001).

THINKING STYLES

Reviews research related to academic achievement shows that cognitive factors such as thinking styles associated with academic achievement, But what style of thinking positively correlated with academic achievement or negative, are unknown (Duchesne, McMaugh, Bochner, & Krause, 2013). So style of thinking in itself is not ability, but also refers to the use of abilities. Based on the theories Harrison and Bramson (2002) style of thinking or the thinking refers to preferences and there are five style of thinking (a combination of thinking, thinking, idealism, pragmatism thinking, analytical thinking and thinking-oriented realism).

Sternberg (1999) proposing a theory of mental self, style of thinking that suggests in 13 styles in 5 Dimension classified: the operation, shapes, surfaces, slopes and trends. The thirteen style of thinking can be divided into two styles. The first type of thinking styles (such as legislative, judicial, holistic, hierarchical and liberal) is associated with creativity and innovation. Managers who employ this style of thinking are willing to challenge norms and acceptance of risk.

The second type of thinking styles (such as the executive, narrow, unipolar and conservative) need to simple data processing. People, who are style of thinking this, want to preserve the norms and Authority - based. The four quadrants remains (such as anarchy, oligarchy, internal and external), depending on the style task-specific can be in any of the two types of thinking styles complex or simplistic placed (Ko, 2008) the researchers believe that good and evil are relative thinking styles and over time, places and situations are different and flexibility in their thinking styles.

CREATIVE THINKING MANAGERS IN INNOVATIVE EDUCATIONAL ORGANIZATIONS

The entire system of education, innovation, the success and failure of many educational institutions to determine staff (Goetsch & Davis, 2014). Goetsch and Davis (2014) innovation is practical, behavioral reaction or craft products, so that creativity is more of an intellectual activity. While the practical aspects of innovation and creativity in action. In other words, the final product is true to the concept of innovation must first understand the concept of creativity. Sternberg (1999) in their study considered six factors in influencing people's creations: 1) Knowledge is having basic knowledge in the field of limited experience and expertise over the years. 2) Intellectual abilities: the ability to provide creative ideas to redefine and communicate through new issues. 3) Style of thought: creative people are usually against the proposed method of organization and management, to adopt innovative style of thought. 4) Motivation: Creative people are generally motivated to act out their ideas. 5) Character: Creative people generally have personality characteristics such as resistance against external and internal pressures 6) Environment: creative people are generally within protected environments are more likely to emerge. Sternberg style of thought and creativity one of the factors considered, and when it is described as an obstacle to innovation.

Innovation is one of five growth stages that organizations must pass through it. At this stage, the emphasis is on product and market, but as the organization grows category management issues occur does not managed through informal communication. As certain intellectual style of management can be cooperate, participation, creativity and innovation and to develop other types of employees can take these opportunities (Epstein, 2000). Creativity and innovation are so mixed together that it is difficult to give an independent definition of each. But according Jonassen (2009) during each of the two concepts can be defined creativity, the emergence and development of a new thought, but practical innovations of the new thinking. In fact, the production of creative thought and innovation of creative ideas realized. Organizations, especially educational institutions in blossom talents and capabilities of innovation, employees have a constructive role. The organization is successful when it needs human resources available to meet and to develop faculty of innovation. The innovation is the process of taking the idea of creative and conversion to the product services and new ways of operation (Robbins & O'Gorman, 2015). In a general definition can be innovation as a new idea about an organization or an industry or a nation or in the world defined (Braczyk, Cooke, & Heidenreich, 1998) that in advancing it's of work management is effective and should consider. These factors can be in three categories: cultural, structural and human resources (Zarei, 2007). According to Sternberg (1999), one of the three operating style of thinking (intelligence and personality are two other factors) affecting innovation. Ford (1999) argues that several factors, such as the ability and incentives for innovation in any organization is necessary, but the style of thinking has an important role in this regard. Rapid and continuous developments of our time, has consequences for education. The education system to meet these changes and facing their challenges require new thinking (Ford, 1999). Today, the organizations are successful and cannot survive in a competitive world that constantly, new thoughts and ideas applied in the organization and this is possible by managers and creative staff (Daft, 2012).

CONCLUSION

Only policy and strategy its chances for success there are, trying to build the future. Trying to build the future is very risky; however, far less than the risks of these efforts is not trying to

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make it (Jahanian & Motahari, 2013). Employment continued to meet the everyday needs of current affairs and managers of organizations dealing with the future. Organizational innovation theoretical literature review shows that one of the factors in the creation and development, especially in educational institutions, creative thinking executives. Creative thinking, understanding and awareness increases among colleagues and to help improve organizational communication, resulting provides significant opportunities for organic growth people (Harrison & Bramson, 2002). Awareness with creative thinking, decision-making and problem-solving strategies to expand his opportunities he creates more choice. The point of that when you change to professional development is important, creative thinking can be changed and on the other hand due to the influence of creative thinking on the behavior and activities of individuals, it is necessary to managers by allowing them to fit the style of thinking of each person, field provide organizational and personal for innovation. Sternberg (1999) also believes that to predict the selection and success in organizational innovation, it is important to understand managers' thinking.

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