

Nurture Creativity to Set Innovation in Motion



Albert Einstein said, "Logic will get you from A to B. Imagination will take you everywhere." One may not expect such an unscientific view from one of the greatest minds in history, but Einstein understood the value of creativity and innovation. And his words still ring true in today's business world. The key to any organization's success lies within its employees' abilities to think for themselves, as the only route towards innovation is the creative mind that sets it in motion.

Employees need to feel their creativity is encouraged and supported.

Creativity leads to innovation, which can lead to increased productivity and potential cost savings. It's important to remember that the source of a company's creativity comes from its employees. When we nurture the creativity we see in each other, we set the stage for our long-term, future success.

A critical element in creating an innovative culture is through strong leadership. All good managers know the importance of fostering creativity in those who report to them. To ensure they are supporting their team's ingenuity, managers should acknowledge the importance of their contributions and solicit opinions from everyone in the department, no matter what their status. It's often surprising where the best ideas come from.

Some people process ideas more fluidly when they think quietly themselves. For others, collaboration is key to generating new ideas. The old adage that "two heads are better than one" is often true when it comes to brainstorming. Most people benefit from writing down their ideas and referring back to them later to spark additional thoughts.

Finally, innovation is best realized when managers encourage employees to take risks while staying focused on goals. Allowing for completely open communication where "crazy" ideas aren't ridiculed lets employees know that their contributions are valued. After all, even a seemingly bad idea can get people thinking in a way that eventually arrives at a great solution.