

Creativity and innovation in the organization and educational management

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Abstract: Creativity and innovation is part of human nature. Without creativity and innovation People might still be in caves. The result of successful creativity and innovation is evolution. This means that creativity and innovation, Change forms Basis of creation and existence. Creativity and innovation does not take place always sudden and without any history, But in most cases, corrective orientation cause Changes in activity, Product, process or means of production, and finally lead to Creativity and Innovation. But sometimes in the path of investigation and research in a field, men reach an innovation that has been without previous plan and quite suddenly. In this regard, something that can speed and orient improvement of affairs, and lead to creativity and innovation is manner of creativity management and innovation. In the words of Mr. "O Hino" (1) (The manager of Toyota) Creative and new ideas there are in single space, However, this is management that must show to what extent is good hunter for hunting those. The main problem is manner of providing favorable conditions for crystallization of thought, guidance to the needs and using it. With this description, In addition to common tasks goal setting, planning, organizing, control and monitoring, manager is responsible important task creating and reinforcement of appropriate environment for appearance of creative ideas, that the recent duty can consider the main focus of other management tasks. Clearly, if management Organization neglect for any reason in creating appropriate conditions for crystallizes the employee's thoughts, would be disqualified organization from using reliable talent of organizational members. Management of organization in creating the favorable conditions must advert motivating factors and deterrent factors of appearance of creative ideas. Tools preparation and equipment needed for testing thought, creating a space in which people are encouraged creativity and innovation and necessary budget forecast for the implementation of new ideas, including the conditions are that can provide appearance felid and application of creative thoughts of members of the organization. One of the notable features of management for using of personnel ideas is his belief in the ability of personnel in this field. Manager should believe that organization members are able to assist organization in various stages with their own thoughts and ideas. If a manager reaches to this belief, other required Conditions will be provided easily. Manager that trust to god-given talents of organization member obtains courage and audacity of change and innovation in organizational activities relying on mentioned resources and in addition, will cause creating the appropriate field for appearance of creative and innovative ideas and their application in organizational environment.

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Introduction:

By looking at nature and creatures of the universe will found clearly eternal power of God in creation and innovation and no doubt the only he is worthy of the title "best creators" and when created man, corner of himself endless power place in him and become evolution basis in human life. Excursion on mankind inventions and innovations and changes due these innovations in the period of human life is demonstrator of the divine deposit. But what that adds importance of the issue this is that the gift of God in existence every human is natural. But its blossoming needs to training and providing proper field. So; man is created in form that long times ago for improve their lives and achieving welfare acted invention, discovery and creativity.

In this century, Human creativity has able to achieve him space travel (1), marine and away from achieving. All of what that we see is the result of

creative thought, as it surprises itself kind. Existence space station (2), fast and powerful computers, and modern medical devices of laser systems kind and... All is evidence of human creativity and innovation. With a little care, we can clearly see the effects of human creativity. It is clear that present man more than past people has acted creativity, and what that in recent decades has made are more than all productions during the creation of human. Nurturing creativity talent in the advanced industrial countries been accepted and developed, research in this field goes back at least to 1930 and in the mid 50 research began to develop more quickly. But unfortunately, in our country, identifying and nurturing the unique talent despite having many creative minds have been neglected of past. "Toynbee" believes, if the community can not use the gift of creativity, human is not superior of creatures but it will be less effective of creatures. » According to his words the human

inherent right is due to using of human creativity. "Ceske Dorothy" psychology professor at the University of Florida believes that "creativity is precious talent and creative people are those who great advances in science, medicine, literature, art and ... owe their efforts. They are responsible for the progress of civilization in all human societies."

With this description, creativity in education flaunt more than anywhere else. This is because that innovation is an integral part of dynamic education and training. Undoubtedly, education with regard to the proper planning and systematic and regard to the importance of creativity tries for growth and intellectual advancement of individuals. Creativity feedback and innovation in the first stage, it is education. This is a significant benefit that should spend for it the time and cost, attention to this point need to more reflection on the issue of "creativity". In total, the present era is called Information era, knowledge, free thinking and age of liberalism. So manager and educational leadership must be really resourceful. He must to provide condition of creativity, innovation and initiative and by injecting innovation and application of management plans and use maximum of the knowledge and technology.

Define topic

Flourished, vitality and survival of organizations depend on manager's correct diagnosis of the concepts of creativity and innovation and change in order to adapt with proposed new concepts. From this perspective, a brief identification of any word of creativity and innovation and their different is necessary.

The concept of innovation and their differences

There is a difference between creativity and innovation. Creativity is formation and production of new ideas and thought, while innovation is actualizing new thought. In other words, creativity refers to the creation of new ideas and Innovation means application of these new ideas and fresh. Creativity is essential for innovation and the realization of seeking new thing is dependent on creativity. (1) Organizational changes have interpreted in the form. Accepting a new idea or behavior by an organization, In contrast institutional innovation is accepting a belief or behavior that for industry, market or the general environment are new.

The definition and the concept of creativity and innovation from the perspective of great scientists

A look at the reliable sources of creativity and innovation shows that the root of all these terms hides in kind of thought and human thought methods. In fact, creative individual is who have a creative mind and seeker. Thinker is one who by looking at things and current affairs of life sees things that ordinary people do not see and finally, by new resources and facilities

make Combination that of others sight are impossible. All people before and contemporary Galileo had seen circulation of time, night and day, But between all of them Galileo showed sensitivity to the matter and unlike common thought in that time declared that earth orbits around sun. Although at that time, his thought was considered insanity, but it was a new idea and different thought. (2)

According to one definition, "creativity" is use of mental abilities for creating a new concept or idea. (3) For this reason, in most of the resources, creativity and innovation terms been brought together. The author of this definition in Continuation, "The combination of ideas" and "Creating continuity between the ideas" enumerates both from creative intellectual features. (1)

Allen Budo quoted from Bronski, distinct concepts of "discovery" and "invention" and "creation". He says that Christopher Columbus discovered the American continent; Graham Bell invented the telephone and *Shakespeare* created *Othello*. From the perspective of Bronski (Discovery) is find out law or reality of existence of a phenomenon and relationship between that phenomenon variables and invention is ordaining a scientific theory. He knows creation synonymous with creating masterpieces of literary and artistic.

(2) It may be better to say that the invention is a phenomenon based on discovered law and creation is building and creating new something that did not exist before. That's why de Bono says in definition of creativity, "creativity ultimate Purpose is Changing thought or creating other thoughts" that in this happens two: Break out of the conventional or old thought, creating new thoughts. *Moorhead and Griffin* considered creativity process of creating original perspectives and creating a clear image of the situations. In their view having a creative mind through images and portraying situations named creativity and it important indicator is the strength of mind in depicting the forms of phenomenon and those conditions in mind.(4)

Many people like Torrance and others, and Russell and *DiCicco* know creativity equal with problem solving ability. (5)

Educational management as most important factor for creativity and innovation in organization

Creating creativity and innovation, change and transformation within an organization need to motive and accelerator factor. Those who as Creator, initiator and accelerator of Change and transformation in an organization are responsible for management of change process and developments, are called » change factor«.

Alfonso says: today, survival and continuity of civil society depend on them willingness and acceptance of change, transformation, innovation and

them activity in this way and this create special responsibility for managers; because they are responsible for the organization's leadership. It is therefore responsibility of motivation for change, transformation creativity and innovation and planning for their creating is also manager responsibility. (2) So managers increasingly need to understand the fact that plays its role under conditions that is constantly changing, transformation and innovation. Messi says: Discuss of change, transformation and innovation in topics management is not new, but what is new understanding and recognizing complexity of change and inevitability of it.(3)

Change and innovation in the organization and management of education

In Current conditions, Ministry of Education regard to span and its infrastructural role is responsible for giving routine to creativity and innovation in society, of course doing this matter depends on initiating a fundamental change in the mission and organizational structure of education. In 1984, when Mr. "Dylan Fabius," French young Prime Minister reached chancellorship, in a comparative study found quickly France is falling behind in terms of development of science and technology. He during a study conducted on causes of the development of other countries recognize the important role of education, and In this regard, first change organization and management of education and then proceed to change in other organizations.

His argument was that first an organization that injects mobility in existence of future generations must be changed until community obtain readiness for transformation. This action was a turning point in new developments France. Then first proper grounds must provide for crystallization of creativity and innovation in the organization and management of education until we enable to flourish and Steer creativity and innovation in a society based on above guidance factors. For achieve this goal it is essential to create an appropriate atmosphere in educational environment. (1)

The first step for creating an appropriate atmosphere for creating creativity and innovation in education is banishing organization and management of education from centralized management (magisterial). Studies have shown that the high concentration is creativity and innovation hinder in enterprise environments. Since affairs reform and improvement is basis of Incidence of creativity and innovation, In addition desire to decentralization in organizational activities, the human resources should be directed towards kinds of improvement methods. These methods are generally divided into two categories:

1. Research method and development: In this way the organization by resorting to leading scientific researchers and providing necessary research facilities mobilize Some until from high level look at organization issues and activities and provide suggested opinions and orientations until After reviewing and testing and if wrap up, implement it. For this reason, this method requires a high scientific and research capabilities.

2. Way suggestions System: in this method different suggestions receive from staff and are used based on nature and condition of organization.

In this section regard to criteria we can give individual possibility of rectification of affairs according to them suggestion. Such that they are authorized implement their corrective opinions in different aspects of the organization.

In addition, when achieve creativity and innovation in the organization and management of education that three factors organizational structure, rules and principles governing on organization and management enjoys dynamic nature each one separately meanwhile complete coordination with each other. By applying this method seems necessary space provide for the emergence of ideas and as well as their application in educational organizations.

The role and responsibilities of the management in process of creativity and innovation

Thomas Edison sold chocolate in 12 years in trains; when he was 14 years old, published a newspaper; At 22, he began working at the Telegraph House; such experiences justifies Edison's creativity record.

An essential task of the organization leader is having abilities, skills and necessary commitment for making the change, transformation, creativity and innovation. Managers in educational organization with consciousness and foresight provide appropriate and desirable conditions for creativity and innovation.

Many studies been done with focusing on the check the specifications of creativity and innovation factors. A done study in field of education managers showed that group of managers who have others convincing power and good communication with them and are involved in educational activity, accept Innovation much sooner of managers without these features.

Also showed that the most creative and innovative managers are those that have more Formal education; participate in many professional meetings that enjoys more fame; often others consult with them; are supported by educational Board and more rely on sources of information outside of system.

"The author believe administrators of schools that them staff have regular meetings, form group relationships and establish horizontal relationships

between groups, have been successful in Institutionalizing of innovation, creativity, change and transformation. »

Innovations will be successful if principal perceives the organization as an overall system; teachers participate in programs of change and innovation; gain skills and necessary tools for using more and more of information resources and specify and clarify the division of labor at school. Thus, formation of significant change and innovation will be negligible without support of school principal.

The desire to maintaining current status is due to human fear of unknowns and unawareness and unpredictable factors. Socrates, the great teacher and philosopher of ancient Greece, was accused corruption of the youth; because Encourage them to logical and systematic thinking about the goals, values, way of life that was not coordination with attitude of his time. (2)

Exercises for creating and fostering moral thought

Administrators, teachers, students and dear readers, to raise your creative thought have given below exercises and questions. Try involving every day yourself mind with some of these exercises until God willing you smooth more the way for their creativity.

1. In your opinion, what can be the characteristics of an appropriate class for growing creative behavior?
2. What should we do until in future we do not have prison?
3. What are you doing for promoting creative behavior between people and students If you a day become one of authorities?
4. How can we offer Lesson topics such as math, history and arts in the form of creative games for students?
5. What other uses can be done from a blackboard apart from writing?
6. How can we set table and chairs in the classroom until be appropriate for students group discussion?
7. Suggest seven creative games for teens and adolescents.
8. Suitable symbol design until use it as your class logo.
9. For exciting the students, write down ten sentences.
10. What do you say if you talk about creativity?
11. Write down ten practical suggestions for solving problem of youth unemployment.
12. Write down ten practical suggestions for solving problem of housing.
13. What suggestions do you have for fight against cultural invasion?
14. Provide five new designs which can be used to carpet design.

15. Write ten sort food name that can be made with potato.

16. Draw lyrics of famous poets that you like.

17. Imagine yourself instead of a pigeon in autumn season. What it feels in the cold season and falling leaves?

18. What other uses can be done of fabric apart from sewing clothes?

19. Imagine your next ten years and be having ten predictions about your life.

20. Draw for "slippers" three hilarious fantasy pictures.

21. Write another name three for "Peykan" car.

22. Four objects identify in your around and try viewing them in upside-down. What changes is created in them form and rhythm?

23. Write five practical Suggestions to strengthen students' creative.

24. Write, what to do students for progress in art lessons?

25. Draw each picture that you can by combining three forms of diamond, parallelogram and circle. You can apply in the picture any number of forms that you want,.

26. Write down five reasons for this subject that why sky is dark at night?

27. What do you do? If become selected in middle of the academic year as a teacher of school that until now had not teacher.

28. Invent sport that is good for the lazy and with low activity.

29. Suggest ten ideas for help Poor people and orphan.

30. Offer ten ways for making the correct religious training in your students. (1)

Summary and conclusion

Creativity and innovation in organizations and educational management needs to transformation of beliefs and essentially the nature of education work is creativity, innovation, evolution and change; so we must benefit from this subject and became sensitive than them. For creating creativity and innovation in the management and educational organization recognized and recommended many ways which among them what that is strategic and principled and makes stable changes, is preparing staff through their training. Since 1980s reconstruction period of educational management began in the world. The most obvious created changes were the transfer of responsibility to the new managers. Although earlier, to confess all, the role of the school principal appeared to be quite complex, However, in during recent developments, managers new tasks -that each one has a different nature - added it complexity.

"The world of work is changing; therefore, organizations must change their strategy" until reach

creativity and innovation. Because both nature and rate of changes that occur, affect on the structure, process and their production. In the meantime, schools do not able to escape from area of influence of such mutable field. Reflecting the global inevitable changes, whether or not affected our organization and management of education and will not last that school management with giving authority along with new responsibilities find recuperation.

Then school need than their professional growth be considered normal, because it should Carrying out the duties that no longer for its realization can not with old rules and unfounded become agent and move towards schools.

In a total conclusion, we can say that: in order that we encourage creativity and innovation, reduce barriers and facilitate change and transformation process; the structure must be flexible and free the organizational climate, and satisfy personnel needs, and lead justly.

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