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Major Problems in Decision Making and Problems Of the Top Level Managers in Creativity and Measures to Overcome them

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Abstract :-

Creativity is a core competency for leaders and managers and one of the best ways to set your company apart from the competition. Corporate creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena and to generate solutions. Generation of fresh solutions to the problem and the ability to create new product is a key to get success in the competition of world. Processes and services for a changing market, are part of the intellectual capital that gives a company its competitive edge. Problem solving by creativity by the top level managers is a crucial part of the innovation.

Keywords : Core competency, Corporate creativity, productivity, Generation of fresh ideas and solutions, crucial part of the innovation, Goals.

Introduction:-

top level managers or middle level managers are always surrounded with the problems. They cannot be unconnected with this so many problems. Creativity is typically used to refer to the act of producing new ideas, approaches and action, while innovation is the process of both generating any applying such creative ideas in some specific context. There are some important impediments and blocks which become major stoppage in the process of creative problem solving for managers.

Impediments and blocks in creativity problem solving :-

1) Being too busy :-

First impediment or block in the field of being not creative is, not having proper or sufficient time for the top level or middle level managers. Just because not having proper or sufficient time,

they do not have enough time to think over the problem deeply. they have to take decisions quickly on the situational demand, and for this situation make them less creative.

2) Deeply involved with certain problem with no thinking :-

Second impediment or block in the field of not enough creative in problem solving for top or middle level managers is, their deeply involvement with certain problem continuously with not having or not generating proper alternatives.

3) Not giving or allowing yourself enough time to relax :-

Relaxation of mind is more important for creative problem solving for middle and top level managers. Relaxation of mind and body plays an important role in thinking process and generation of new ideas. It is seen that top level managers have not sufficient time to relax their mind and body.

4) Having conflicting goals and objectives :-

Having conflicting goals and objectives in the mind of top or middle level managers create confusion in their decision making and by which they not become capable in creative in creative problem solving. The first and important measure in creative problem solving is, managers have a specific vision and pure and clear goals along with clear objectives to get them.

5) Lack of confidence and interest :-

Problems are become so rigid and complex because of being less confident and of having less interest to solve it. If managers or any employee in the organization is full of confidence and showing more interest to solve it, creativity generated along with it and then problem becomes no problem. Creativity and a state of mind needs much confident and interest to solve it.

6) Fear of criticism :-

Fear of criticism is a major and general problem to find and implement new ideas in the organization or even often in daily life of individuals. People criticize new thought and ideas because of customs and traditions with they live in.

7) Experiencing negative stress :-

Negative stress is a major constrain in being creative and solving problem. Stress stop mind generating new ideas and thinking to make decisions and solve the problems. Business is a game of uncertainty and if unfavorable condition arrives, the managers start experiencing negative stress in their mind which stop the ways to being creative in a specific area.

8) An unsupportive environment :-

The effective decisions are made if environment is supportive with managers in the organization. the generation of new ideas and thoughts to overcome problems can be adopted with the help of supportive and favorable environment. Managers wants free and peaceful environment in the organization to think and generate new ideas by which they become or show their creativity.

9) Rigid rules and policies and barriers in the organization :-

The another barriers in the organizations are, the strict and rigid rules and regulations and rigid policies which not gives freedom to an employee and manger to think beyond the boundaries which organization have set or made limited. But for development of organizational activities and for making strong policies, creativity is more important which is not possible in this situations of rigid and complex environment or polices and barriers.

10) Demands for quick and fast production of result :-

Often in the highly complex and competitive market and cut throat competition amongs the companies, supply of goods and products is become very essential, which make essential to quick and fast production because of large and heavy market demand of certain individual product. This situation leads to demand for quick and fast production for the organization. the quickness in the production of a product not let a production manager to think or produce something different or add some extra variety or features with the product, which becomes him less creative.

11) Harsh and bitter words from superior or others :-

It is very important for a manager to maintain good mutual relation with his subordinate in the organization. his harsh and bitter words is not good for him to become creative or an organization and as well as employees who are strongly connected with him within the organization. if a employee gives a suggestion to him or suggest a new idea to make organization better or organizational effectiveness, he must be honored by superior or top level managers because creativity and generation of new effective ideas, are not bound to the side of top level managers. They can be generated every where in the organization. the harsh and bitter words of top level managers make employees or subordinate less effective and creative and also there are the possibilities to become demotivated.

12) Bad daily routines :-

Creativity and health of an employee or managers are interconnected with each other and health is deeply associated with daily routines of an employee. Having good food on time, jogging,

walking , daily morning exercise makes him more creative than a normal employee. Taking tea and coffee heavily, taking alcohol and bad hobbies make him less creative than other employees.

13) Wrong and negative belief :-

The one more impediment or barrier in not being creative for an employee is, having wrong and negative belief about himself that he cannot become creative and generator of new things or ideas and thinking of, he always needs some one to give him ideas to implement in the organization. this wrong and negative thinking not let him to become creative although he can become more effective for an organization.

14) Fear of result :-

In the method of creative problem solving, first of all the individual or the manager of any organization has to go for generation of so many alternatives after that has to choose appropriate alternative but there are some problems that occur in the organization on the point or side of managers that they choose appropriate alternative but not implement it on best manner because they have fear of result that would be not in favor of organization. it becomes them less creative.

15) Self criticism :-

It is human tendencies that often individuals criticize them self for a particular situation or bad situation in which they had wrong decisions and got loss and involve and think about that long and long period. This is a barrier that not let anyone think extraordinary or generate new idea.

16) Ego of superiors :-

Some times ego of top level managers or superior become a major block in the way of creativity and generation of new ideas. Some times they become egoist to hear the suggestions given by their subordinate and colleagues because of the ego of the post they have. It is a block in better decision making and creativity.

17) Overload of anxiety and stress :-

often top level managers and middle level managers have heavy work pressure. the heavy work pressure and work load leads to overload of anxiety and stress for them which makes them less creative. Overloads of anxiety and stress are very harmful for a manager to be creative. Top level manager must work for time management and manage their time by which they can have extra time to think deeply over present and current problems.

18) Lack of or failure of getting alternatives :-

Creative problem solving needs for defining the problem after that managers at top level must have to go for alternatives for certain problem, they are suffering. The need is to collect alternatives but often some of top level managers not in the condition to or capable to find out and collect essential alternatives because of heavy work pressure. the need is to become more creative is to get essential and sufficient alternatives for top level managers in an organization.

19) Failure to know “how to get new ideas “ :-

Creative problem solving is full of intellectual process which needs peace of mind and freedom to work in an organization for a manager to do work. In this process manager must attempt to adapt himself or dilute himself according to environment of organization where he can think over generation of new ideas. Some times because of some reasons and a unhealthy atmosphere within the organization leads to problem for the managers to find and get new ideas. This leads to make less creative to the manager.

20) Not giving importance to ideas of colleagues :-

The top level and middle level manager must have trust and harmony in relation with the colleagues and subordinates he has and along with this he must give importance to the ideas and alternatives, they give to him for current and upcoming problems. He must know that creativity is generated by doing work together with all employees and colleagues, not doing work in isolation.

Multiple approaches to creative problem solving :-

1) Brainstorming with employees :-

Brain storming is a useful and popular technique or process to generate lots of alternative for a certain problem. In which all the managers of all the department call up for a meeting in which the original problem given to them and asked them to give so many alternatives as much your mind says. There is no any pull of criticism of their given ideas or alternatives and criticism is strongly restricted in the process of brainstorming. By this technique managers can get effective and creative decision.

2) Future envisaging :-

Future envisaging is also a useful technique to make people creative. In this process the full attention is given to the future that is what all should be done to be creative in future. In this managers are involved in creation of a conducive environment in which anything can be made

possible and secondly an emphasis on motivation. Motivations are given to employees to make them more and more creative for their growth in future.

3) Impossible combination:-

Impossible combination is also a useful technique in which employees are given some impossible task to think over it and given suggestion and alternatives or given some unrelated things or tools to make them in combination and make them as a one unit. It creates creativity among the employees.

4) Lateral thinking :-

In this technique of creativity, employees are given the same concept by dividing into components. then they are asked to alter them dramatically. For example formula 1 team asked to design car with square wheels.

5) Inspiration tray :-

The technique of inspiration tray, inspirations are continuously given to employees for making them creative and give suggestion and encouragement to give new ideas which make organization better. In this technique experimental and non experimental approaches are used.

Important suggestion and effective approaches to creative problem solving:-

1) Produce new ways and ideas :-

First and primary way to become creative for top level manager is, to produce new ways and ideas and alternatives for current and upcoming problems. For this he must have to do attempt or try for producing new ways and ideas to solve it.

2) Combine several thing and make one :-

Managers should give many impossible tools and tasks to make one entity to the subordinates and employees. the impossible combination technique of creative problem solving is very helpful in this situation to make employees creative because it helps them to think over and over the limitations and make them creative.

3) Rethink :-

It is very for the managers to rethink about the problem, it may be possible that because of certain reason and environment the altimate solution could not be find out. Problem always carry some of solutions or alternatives. the need of the situation is to thing over the problem again by which alternative solution cabb be obtain to solve the problem for organization

betterment and productivity. With this managers must encourage employees to think over and over on the problems to get alternative solutions.

4) Make image and visualize :-

Making image and visualization is also a measure to make employees creative and innovative. Making image about whole problem and visualization about optimum solution is become always worthful to solve the problem.

5) Think opposite from current situation :-

Often in an organization, after long and deep thinking about the problem to get optimum solution, there is the situation in which solutions are not being made by managers. In this situation the key is of getting solution or being creative is to think opposite of problem because thinking in the same direction always become a constrain in getting new ideas and creative.

6) Learn from your failure :-

Every work and task has two result, first is success and the second is failure.

It is possible that in the way of getting or achieving the goals and objectives of the organization, manager could become unsuccessful and become less creative. In this situation manager have the responsibility to learn from his failure and bad situations that make a positive way to proceed further and control himself and become himself disciplined.

7) Make relationship :-

Make relationship between many tools and equipment is a measure to become creative and getting so many alternatives along with that managers have to form relationship with his colleagues and subordinates and ask for and talk for solution of problem and talk to the have decision on getting so any solutions.

8) Think extraordinary not general with supposing :-

To become extraordinary creative, the important suggestion is to think extraordinary and always relate one thing to another by thinking and supposing. It gives some another alternatives to solve the problems.

9) Keep patience :-

Patience is a solution of getting of any problem. Patience and time fill the gape of not having solution and getting solution. so keep patience fore an optimum solution.

10) Be self confident :-

The major and important key for become creative problem solver, is to be self confident, believe on your self ,trust on your intelligence that will put on the way on generation of new alternatives and more of solutions for current and existing problems.

Psychological impediments which affect on perception and conceptual process of mind that effect on individual mind, not to become creative.

- 1) Commitment with the same thinking.
- 2) Consistency of same problem or new one.
- 3) Self satisfaction with the situation or made comfort zone.
- 4) Imaginary boundaries.
- 5) Fear of taking risk.
- 6) Confusing and overloads of information.
- 7) Immaturity and inability.
- 8) Insufficient resources.
- 9) Expressive blocks.
- 10) Environmental impediments.
- 11) Emotional impediments.
- 12) Cultural impediments.
- 13) Intellectual impediments.

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