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TALENT FOR CREATIVITY IN MODERN ENTERPRISES

Van Gogh or Paul McCartney, Andersen or Joan Rowling – all these artists and many others have become synonymous with bright works of art. Their authors are either successful during their lifetime or did not have the wealth to live at the level of average standards. Creativity is the key to producing examples in music, visual arts, literature, etc. It may be created without thinking about the high-quality sale of the results of this process, but when there are considerations about making a profit, the creative process turns into creativity. Being creative means producing ideas and putting them into practice with a certain income. The economic component of the creative process involves the investment of primary capital (at least consumables and a computer, etc.), the creative process itself as a result of enlightenment and the moment of realization of a given creative idea through sales managers or independently.

Allen Gannett [1] testifies that the creative process is described through the four laws of the creative curve. The creative curve is nothing more than the life cycle of a creative product. It begins with the torment of creation – an idea comes, which can be implemented either easily, or in torment – peripheral curiosity; the golden mean – as the general awareness of this work; point of banality – something that becomes commonplace in life; failure of new variations – which is not perceived as unique; obsolescence is something which can be got rid of without emotion.

The four laws of creativity are consumption, imitation, creative communities and interactions. By following all these laws, a work of art can be got, which can lead to income. Successful artists began to

fulfill these four laws, and without having the talent of creation, these laws can be used and masterpiece can be created. Even if this masterpiece is in the field of management or economics. But this masterpiece will be called technology. Talent for technological creativity is a requirement of our time, because creating new approaches in management is also a work like a work of art.

The creative activity of the employee is the main condition for the creation of innovations. To be successful, a manager must possess and develop such skills as: the ability to quickly respond to environmental changes, adapt to new conditions, find non-standard answers to traditional problems, and think outside the box [2].

Creativity is one of the universal qualities of an employee and can be in demand in any field of activity. Let's consider an example. A creative designer will be able to create truly interesting and unique projects. A creative welder will be able to find new ways to solve current problems while doing his job. A creative waiter will always find his interesting approach to customers and thereby strengthen his reputation and establishments [3].

The success of a business and its ability to stay afloat in the face of growing market uncertainty depends on the full realization of the potential of employees, so company leaders are interested in learning the skills of capital and developing the creative abilities of their teams [4].

Specific advantages of an employee's creative activity at the workplace, including their impact on the overall development of the company:

- Improvement of teamwork and team relations;
- Increasing engagement and interaction at the workplace;
- Increasing the ability to attract and retain quality employees;
- Increasing staff morale, fun and happiness;
- Improving problem solving in the workplace and increasing productivity [5].

The world-famous publication Forbes defines 12 methods of improving the creativity of personnel [6]. However, it is worth paying attention to the most non-standard of them:

1. Award for questions. Leaders should reward questions as much as they reward great ideas, because questions are signals for curiosity. Curiosity is the key to new ideas, creative freedom and innovation.

2. Four-stage process of communication.

– Step 1: Create an effective question to solve the problem.

– Step 2: Brainstorm.

– Step 3: Fixation of agreed ideas.

– Step 4: Drawing up an action plan.

3. Hackathon. It is a new flexible method of purposeful stimulation of innovation, which consists in uniting employees in a team to develop a potential solution to a stated problem.

Therefore, the using of non-standard methods of developing the creativity of personnel at the enterprise contributes to the improvement of the working capacity of employees.

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