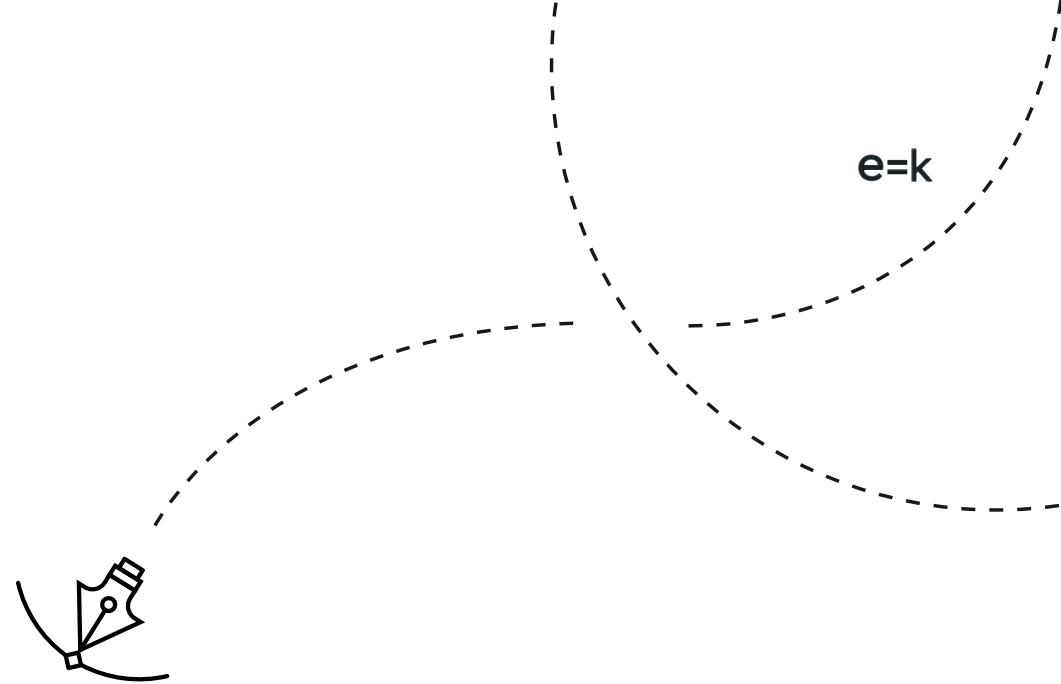


CREATIVITY X MANAGEMENT CONTROL

everythink



To what extent does creativity coexist with management control in a business environment? The seemingly common thesis is that management control can play a role in limiting creativity in a company and that the relationship between creatives and managers can be complicated, given their differing points of view. What is often missed is that this apparent contradiction, when well managed, can be positively complementary.



CREATIVITY IS A COMPETENCE

Creative competence is inherent in all people. There are more experienced people who develop this competency in a more structured and thorough way through training and practical application, and there are others who develop this skill less, so they have less experience. This diversity is important in organizations because the more diverse the organizational ecosystem, the more differentiated the quality of output and the greater the power of delivery. Knowing how to manage the creative skills of different sectors is like the activity of a conductor in an orchestra, where each instrument has its moment and everyone plays the same song together.





THE CREATIVE TEAM

The different skillsets of a company must coexist, understand each other and realize the value of each. Successful organizational creative processes are the result of work teams that connect, communicate fully, share, and understand and respect the role of each team member. For this, the different collaborators have to know each other, to know each other's role and profile, so that they can best explore opportunities that may arise. The team's goal must be a common one, and will reside in the meeting or even the transcending of the set goals, of customer satisfaction, quality of service, the well-being of all, the sustainability of the business and the feeling that each one is part of a larger whole.



DEADLINE AND FREEDOM

Creativity provokes and enhances moments of greater freedom to improvise, generate ideas, explore new paths, but then it must assume moments of convergence, where it must focus, materialize and ensure execution. Therefore, the management control should be aware of the importance of these different moments and contemplate them regarding the forecast and planning, in order to achieve the delivery goals. To avoid delays and noise, communication between all team members is essential and this must also be ensured by management control.

Even for the delivery times, closing, or public presentations, where there is validation, enrichment, and eventual iteration leading to a new future, creativity is critical within this process to create new visions and fertilize the process.



CREATIVITY IS A COMMODITY THAT IS ALWAYS AT THE SERVICE OF THE COMPANY

New-idea generation mechanisms are known to promote innovation and contribute to the success of the company as a whole. This competence powers and feeds decision support tools, and increasingly promotes competitive, alternative and less common solutions, that only applied creativity can bring.

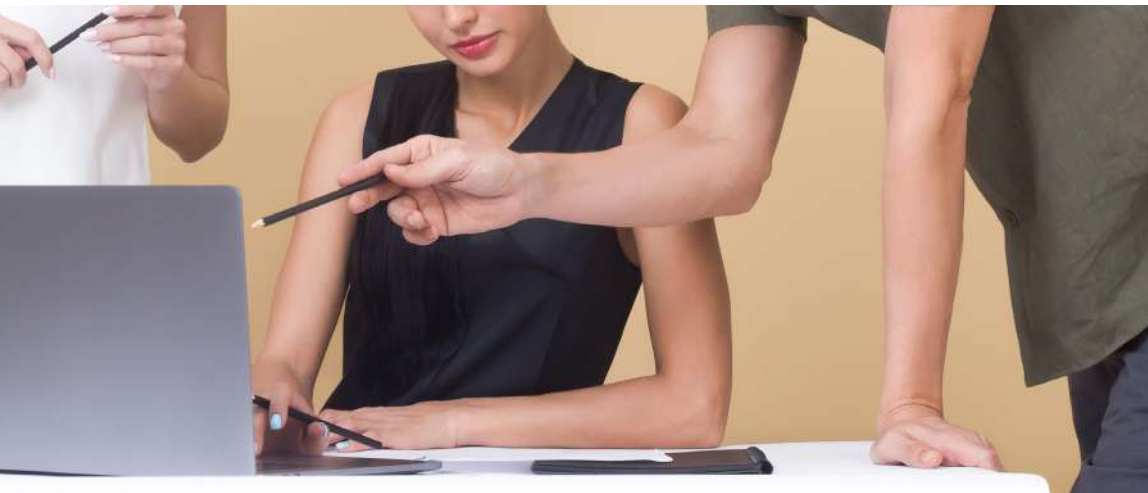
It should be noted that management itself needs creativity within itself. You can manage the various fields of the organization with the help of creative techniques that facilitate management control. Thus, beyond the control in itself, there is a learning and an exercise of application of creativity during the process, where the gains are many, both for the organization and for the employees.

RESTRICTIONS



Even though moments of greater freedom happen, total creative freedom within the organization may not be underlying. Strange as it may seem, creativity lives primarily on constraints, for it is these limits that challenge the mind to generate creative solutions.

For this reason, more or less experienced creatives will have to explore the unknown, while seeking to question the known terrain to provoke it, counteract it and make it meaningful to live with it in a positive way that is open to new opportunities.



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