

CREATIVITY STIMULATION METHODS USE IN BUSINESS DEVELOPMENT

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Abstract: *Defining a strategy at the level of an organization, with the role of determining the business development, is based on taking into account several determinants such as the political, social, economic, technological and commercial environment of the organization, but also the creative potential of the innovative organization. its available resources. The approach by which the employees of an organization generate useful, new, original ideas in relation to a given situation, defines creativity. In order to stimulate it, a series of methods can be used to stimulate creativity, which can be defined as a system of specific processes, oriented towards mental development, with a role in providing opportunities to try new ideas, new ways of thinking. and problem solving. These methods, widely used in innovation management, contribute to educating employees' creativity and ultimately lead to business development. This paper presents a series of theoretical and practical considerations related to the use of methods to stimulate creativity in business development.*

Key words: *innovation, business development.*

Classification JEL: *O3, O1.*

1. Introduction

Creativity is a characteristic structure of the psyche, which makes it possible to create new productions and works. It is revealed and defined as a particularly complex feature of the whole personality, which involves intellectual, affective, voluntary and character components.

By educating the intellect and some intellectual processes (imagination, thinking, memory) the education of creativity is achieved. Life, in all its fields, requires that almost every individual to perform some new operations, as a result of combinations and recommendations, associations of data of existing elements, which are objectified in certain useful and more efficient solutions (methods).

Creativity itself requires special endowments and intellectual capacities, which are objectified in new, original products, never seen before and which determine qualitative changes (of value and efficiency) in a certain field.

The degree of success of stimulating the creative imagination largely depends on informing the participants in the creative group with technical, economic, management and marketing data, as well as on previous successful or unsuccessful experiences in the field.

2. Integration of innovation management in the general management of the organization

In order to develop a sustainable and successful business, organizations must demonstrate an ability to quickly implement the new solutions offered by the market, to make firm decisions and to reorganize when necessary.

The concept of innovation management at the level of an organization is based on the development of a complex activity through which new, modern solutions are identified, in order to apply the knowledge acquired in economic and social activities at the level of specific activities.

Innovation is the key driver of growth in the market economy. The ability to innovate is crucial not only for the survival of organizations, but for the sustainability of the entire economy of modern society. In order to generate the stimulation of creativity and innovation, the manager must be connected to the evolution of the product life cycle in

order to identify the optimal moment when, by financing new research in the field, a sustainable and profitable development can be obtained.

The application of creativity and innovation in an organization can be manifested by:

- a) setting up a special team dedicated to this activity - they meet only when needed to use the ideas of employees to stimulate creativity in the organization;
- b) selection of a creativity group - it can meet at predetermined time intervals and analyze all the problems that have arisen in the activity of the respective organization
- c) the establishment of a specialized department with creativity - the activity of this department is permanent and the coordinator of this department receives, regroups, sorts and processes the new ideas which he then presents to the manager.

According to an IBM survey of more than 1,500 executives in 33 industries and 60 countries, the # 1 attribute a CEO looks for in employees is not discipline, integrity, intelligence or emotional intelligence.

It's creativity. Regarding our country, "given the speed and magnitude of technological change, 94% of CEOs in Romania consider creativity and innovation as key skills of employees for the organization."

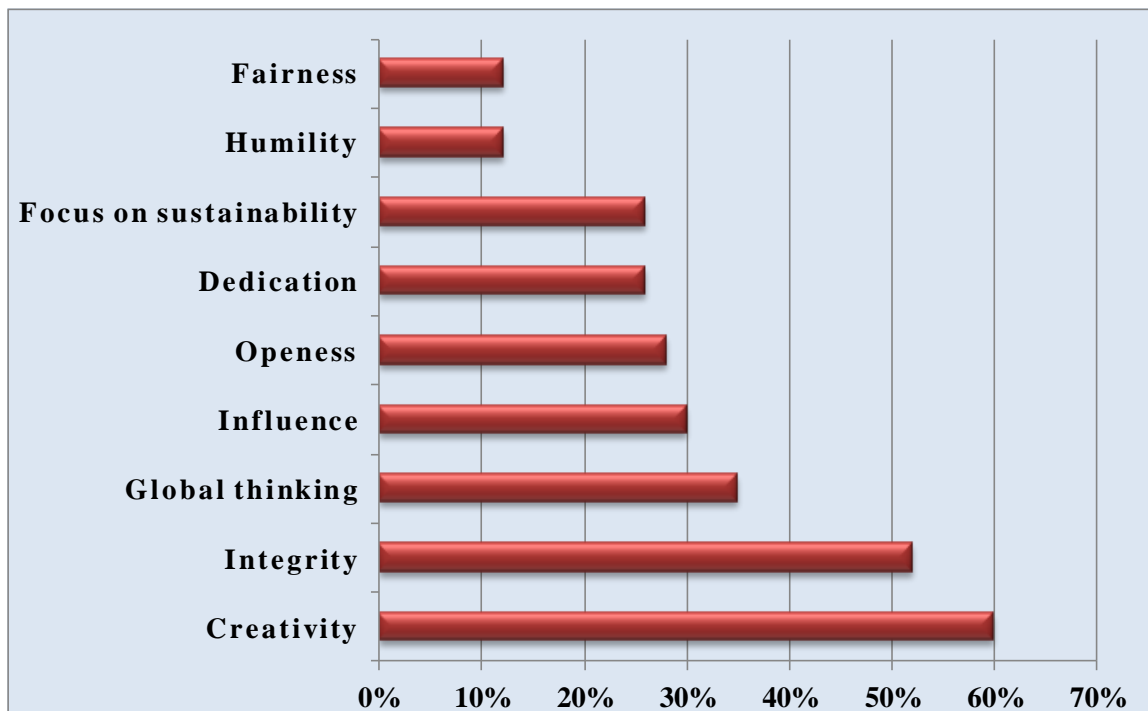


Figure no. 1. The share of attributes that the manager looks for in employees

Source: Processing after www.fastcompany.com

Many managers are capable and achieve expected results in the production or sales of products, but few know how to carry out a creative, innovative activity, or to stimulate the creativity and innovative spirit of the staff working in scientific research.

The implications are all the more obvious if we consider that the force of modern development lies in the ability to invent and then in the ability to create new products based on these inventions.

To meet these imperatives, the manager must seek to be receptive to all that is new. In order to obtain optimal results for the company, it is not enough for the manager to react to the new, but to "challenge" the new.

In trying to manifest in this field the manager must influence the development of innovation through fundamental and applied research, services and new products, new technological processes, new markets, diversification of production and services, new methods of managing scientific research activity.

Within the organization, innovation can materialize in various ways. It can be manifested by the assimilation of new products in existing industries, innovations of important new products that do not belong to an existing industry, process innovations in existing industries, penetration into new markets and to the realization of complex changes in the business model.

In all these cases, innovation cannot be considered as a simple event that occurs by itself, but involves a process of change that involves the exercise of management.

The effects of innovation on the organization depend on the ability of management to achieve their integration into a coherent strategy. Innovation management is a complex task of management, which through its strategic and operational elements determines a systematic process of change.

3. Illustrative example of using methods to stimulate creativity in business development - online brainstorming

Brainstorming can be considered an effective tool for the development of contemporary business. Regular organization of brainstorming increases the level of involvement of employees in the organization and reduces staff turnover.

In the current healthcare context when most employees work from home, online brainstorming has become a necessity.

Brainstorming is a group creativity technique, meant to generate a large number of ideas to solve a problem. As it has become almost impossible for a large number of participants to be gathered in one place, online brainstorming must be resorted to.

In most respects, online brainstorming is based on the same features as the classic one.

The major difference is given by the physical distance between the participants, respectively their placement in front of some devices.

The emergence of new online brainstorming programs and tools can be an opportunity for brainstorming sessions to grow your business.

Among the most well-known and used online brainstorming tools are:

- voice, video or shared chat only –
- there are several providers of such services, and most are cheap or free
- video conference - skype, google meet
- collaborative documents - there are free document editing sites that allow team members to write, edit, add comments

The online form of the brainstorming method can be used for both virtual teams and teams that include reluctant participants in direct meetings and can ask the team leader to send their ideas to a central location for analysis.

A common support in the online application of the brainstorming method is the creation of a mental map. This is done starting from the main concept that is placed in the center and the related topics next to it.

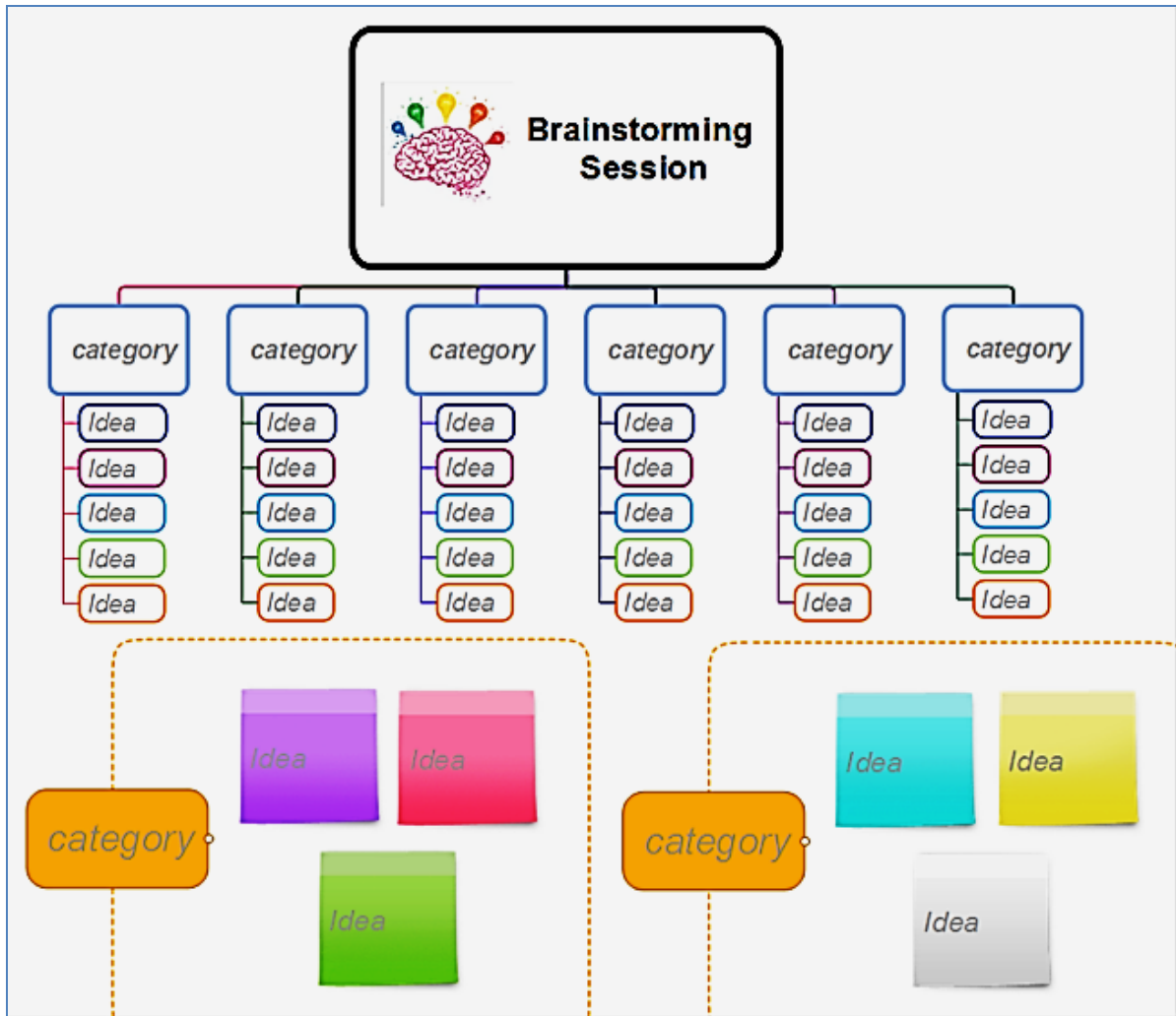


Figure no. 2. Mind Map Template for Online Brainstorming

Source: Processing after <https://www.biggerplate.com/mindmaps/fRCJHnXU/brainstorming-session-template>

Organizing an effective brainstorming session must go through several stages:

- It is defined as correctly as possible the problem that will be approached and whose solution is pursued by applying the method.

Defining the problem as relevant as possible can lead to an optimal solution and a maximum effectiveness of the brainstorming method.

For this, it is recommended to establish some questions that, by generating adequate answers to outline as clearly as possible the problem to be addressed.

Examples of questions:

- How can we reduce staff costs?
- How can we reduce losses on the production flow?
- How can we increase product quality?
- Establishing the team

A very important role is played by the moderator who records the ideas and ensures the continuity of the meeting.

The group leader has an extremely delicate and at the same time important mission characterized by:

- creating and maintaining an open climate throughout the creativity session, conducive to the manifestation of the brainstorm group specialists;
- ensuring the formulation of short, objective ideas, without digressions or demagogic discourses;
- encouraging participants to come up with new ideas, starting from some ideas already formulated; - prohibiting the evaluation of ideas issued during the meeting;
- accurate and complete recording of the debates and especially of the ideas formulated by the participants

The selection of participants and their nomination as members of the group must be done in such a way as to ensure a heterogeneous composition of the group.

- **Establishing the brainstorming agenda**

Sufficient time will be allocated to describe the problem and the limits of the solutions that will be generated.

In general, a time distribution is recommended as follows:

- generating ideas (approximately 30 minutes);
- discussion, sorting and filtering the ideas generated (20 minutes);
- completion of the brainstorming session (with totals, conclusions and decisions generated during the session).

- **Conducting the brainstorming session**

There are four rules in brainstorming, meant to reduce the inhibitions that appear in groups and therefore to stimulate the generation of new ideas.

The expected result is a dynamic synergy, which will significantly increase the creativity of the group:

- 1) Focus on quantity. The idea is that quantity can result in quality, this rule favors divergent creativity, because if the number of ideas increases, the probability of an effective solution to the existing problem would increase.
- 2) Without criticism. Criticism at this stage is discouraged; Instead of thinking about what would be bad about that idea, members are encouraged to think of ideas that are as unusual as possible and to create a constructive atmosphere.
- 3) Crazy ideas are welcome. In order to get a good and long list of ideas, unusual ideas are welcome as they could inspire better solutions than ordinary ideas, they can also create new perspectives or reduce prejudices.
- 4) Combines and improves ideas. Good ideas can be combined to get a very good idea, as the slogan "1 + 1 = 3" suggests. This approach leads to better and more complete ideas than individual work and it is believed that stimulating ideas is done through association.

4. Conclusion

Creativity itself requires special endowments and intellectual capacities, which are objectified in new, original products, never seen before and which determine qualitative changes (of value and efficiency) in a certain field.

In order to stimulate it, a series of methods can be used to stimulate creativity, which can be defined as a system of specific processes, oriented towards mental development, with a role in providing opportunities to try new ideas, new ways of thinking. and problem solving. In the current healthcare context when most employees work from home, online brainstorming has become a necessity.

Regardless of the tools used, the basic rules of brainstorming apply. If there are trained participants with sufficient technical and personal skills, it can be considered that the conditions for conducting online brainstorming are met.

By convening participants in a google meet, or using other online facilities, you can get the ideas that the organization needs at a given time. In order for the results to be as expected, the session leader must ensure that all participants understand the software used and respect the conditions of participation and use.

Under these conditions, the use of methods to stimulate creativity, methods that are characterized by the use of groups of people, can be successfully applied in the current conditions, in order to generate effective solutions for business development.

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