Individual and Organizational barriers To creativity

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ABSTRACT

With increasing advances in science and technology, we need to create a wide arena for moving towards a prosperous society. Once, speaking of creativity and innovations seemed necessary. However, developments in the world without creativity and inovation can not only achieve their goals but the nature of our life will be threatened. Into day's organizations, creativity, inovation and entrepreneurship must be run with the full knowledge and with successf. The importance of creativity is debatable from aspects of personal and public, and it is essential to identify barriers to allow it effectively. For the release of the power of creativity and new ideas we need to eliminate barriers. In this paper, we define creativity and innovation, and mention the process of creativity, and also will study the barriers of creativity development.

Key word: Barriers, organization, creativity, innovation.

Introduction

New developments in our world and society demand us to learn skills which help to go ahead with science and technology. The goal should be to train humans who communicate with others sufficiently and solve problems by utilizing collective knowledge and novel idea generation. Obviously, for moving along with these developments it is unavoidable to present new idea and hypothesis and reconstruct different sciences and consider creativity as a new branch in human science with the meaning of set of series of abilities and features leading to new perception of concepts and meanings and origin innovation and initiative. Creativity is a form of thought which is considered as an ability that is trainable and if no enough attention is paid, it sentence to die.

Discussion of innovations in modern organizations needs to maintain a dynamic organization dealing with environmental threats and hazards, and an essential element for success, adaptability and compatibility with the environmental conditions. Researches and investigations show that the individual factors have direct effect and organizational factors have indirect effect on creativity. As a result, the organization should overcome to obstacles of creativity in order to promote the creativity and provide the necessary background for creativity to be established.

Definition of creativity:

There are many definitions for creativity. But in order to maintain consistency, "creativity" is defined as "something that others have seen, but thinking about something that others have not thought about it". Creativity is generation of ideas. But quality or quantity of ideas is not a subject. The essence of creativity is to allow people to develop their ideas because of the large flow of new ideas and innovations arise [12]. “Parnez” says that the basic subject of creativity is "Oh" and is meant to evoke the sense of thoughts, facts, ideas, etc., and welcome to a new form that has meaning beyond the set of elements. “Amaeili” also believes that creativity is generation of new idea in all area.

Some experts believe that creativity is solution to a problem and the other experts consider creativity as a tool for solution to a problem. Creativity can also be defined as a break of a habit, or discard old ways of thinking and practice different things and see things in a new way that have not been previously considered. As can be seen, in the definitions of creativity, the abilities are pointed out that they can be grown and increased. Therefore, creativity can be
extended to all members of a society and all of them have some degree of creativity. Nowadays, there is no argument about whether creativity is innate or acquired but the world today try to properly understand creativity and its relative topics either in the fields of Psychology and education or business management and develop its different aspects.

**Difference between creativity and innovation:**

Though the terms innovation and creativity are used interchangeably, researchers often provide the creativity and innovation that define the distinction between these two concepts are emphasized, since these two have different meanings and definitions. The different between creativity and innovation can be described as follows:

Creativity refers to bringing something new to the stage of existence, while innovation is bringing something new to stage of implementation or use.

Creativity is seed while innovation is its plant and result (Berti Oslik of).

Creativity is a rational and mental activates to bring new and innovative ideas while innovation means transferring the creativity to the act or result.

Based on these definitions, creativity is a requirement for innovation. Although these two cannot be distinguished in practice, but we can assume that innovation is grown and developed by creativity. Creativity is the development of a new thought and idea while innovation is implementation of that new though and idea. From creativity to innovation is normally a long way and it takes a long time for a new thought and idea to convert to a new product or service and big efforts should be done in this regard [9].

**Creativity stages:**

In order to generate creativity, execution and conclusion of creativity, one should take many steps in which without them creativity could not be achieved. Creativity stages may be defined as human intellect and wisdom with separation but continuous stages which conducts human being to a certain approaches. Abberesht [1987] has divided the creativity process into five stages [10].

![Creativity Stages Diagram](image)

**A-Information absorption:**

Absorption concept is tendency to a subject and problem which one should provide some information about it. In this stage, a creative person requires free time, freedom and information sources.

**B-Inspiration (Thought creation):**

Masturbation of mind with a new idea and thinking without any pre-knowledge and then finding a solution for the problem is not easy and in this stage one need not to precise control. This stage is called inspiration.

**C-Test:**

In this stage, the generated idea is tested in order to determine the degree of accuracy, usefulness and productivity and the organization advocacy should provide the required facilities.

**D-Refinement Information:**

In this stage, the idea which has come to mind should be refined and modified. In general, third and fourth stages are time consuming and prolific. According to the Edison statement, talent has 1% while effort and hardworking are 99% in actualizing an idea which director of an organization with accepting it and quick responding will encourage and improve the spirit of risk-taking.

**E-Idea presentation:**
The last stage of creativity is a stage that if doesn’t occur; the most creativities will be cancelled. This stage should be first occurred inside the organization. This means that the authorized persons should get the idea or accept it and after commitment and submit it to the customers outside the organization.

**Creativity barriers:**

Many nature researchers have considered multiple nature of creativity. According to their point of view, creativity is the result of the interaction of different components of the creativity. Zare and his colleagues [4] believe that attention and inattention to any of the components can be effective in the occurrence or lack of creativity at organizations. With regard to the creativity barriers at an organization, different experts have stated various factors. In one of the creativity expert’s point of view, Mrs. Tereza Amaeili’s, the following factors have been mentioned as creativity barriers:

1. **Assessment based on expectations:**

   People with creativity cannot act due to the fear of their performance assessment. This is due to this fact that in this condition they just try to fulfill expectations. People should fell that they are working for themselves and not for the others.

2. **Supervision and control:**

   If somebody will be less creative if he/she fells that is under surveillance during his/her activity. People should not be informed when they are under the surveillance and supervision.

3. **Reward:**

   Most creative people are looking for a sense of fulfillment and not material tangible rewards.

4. **Competition:**

   People who work with others in an unhealthy competition, have less creative will. That is why you should try to reduce the competitive type in an organization you are working in order not to limit the individuals’ freedom to explore the new areas. Otherwise these competitions lead to conflict and antagonism between the people.

5. **Limited selection:**

   People who are limited in choosing how to do a certain activity are less creative.

6. **Tendency to the external rewards:**

   For the people who instead of giving importance to the internal stimuli, think about the external stimuli such as, position, promotion, money and etc., will have less creative will [2].

   As mentioned above, there are many barriers in the field of creativity. In an organization, barriers in the field of creativity and also innovation should be known and try to remove them. Removing the barriers in creativity and innovation is to change what the people believe and act on it [12]. Barriers are tangible when the driving forces are reduced compared with deterrent forces. The creativity barriers in general are divided into three categories: individual, environmental and organizational.

   **A-Individual barriers and solutions to remove them:**

   Individual barriers are those factors that are associated with the individual characteristics which in fact are considered as main barriers to creativity. These barriers are as follows:

   1. Diffidence or lack of believe
   2. Tendency to be homogeneous
   3. Fear of criticism and failure
   4. Lack of mental focus (concentration)
   5. Unwillingness to the social communication
   6. Lack of flexibility
   7. Get frost
   8. Negativity in yourself and society
Free to be creative and use the new ideas depends on the success on the removing these barriers. However we all stick to our habit and due to this fact, these barriers prevent the outburst of the creativity. For overcoming these barriers we should remove these bad habits because methods of doing certain things either correct or incorrect which have been tested over time come to the proven method. Individual creativity can be improved by advice and guidance. In some cases, these tools have a significant impact. One of these tools is group interaction that makes up your mind. This is due to this fact that in a group, people try to motivate each other. Questions and suggestions considered in a group, conduct each participant to a creativity process and guide him/her that there are certain thoughts which should be achieved by search and their achievement is not the result of person’s talent but it is due to effort, precision, discipline and perseverance on a subject [3].

B-Environmental barriers to the creativity

“Sikeznteme Halli” an expert in system creativity has emphasized the role of environment on creativity and states that people cannot be considered in isolation from the environment they are working. This is due to this fact that the creativity is not solely the result of each person’s act [11] and as the environment can motivate person for creativity, he/she can also prevent the creativity. Environmental barriers to the creativity are as follows:

1-Social barriers:

Those barriers that are direct result of social environment and person cannot solely fix it.

2-Economical barriers:

If a person is overly influenced by economic factors, such as interest rate, tariffs, exchange rate and so on, he/she will lose motivation for creative works.

3-Cultural barriers:

Cultural issues such as ethnic and social ideas in any society can create barriers on creativity.

4-Historical barriers:

These barriers consist of negative thoughts which have created barriers on the creativity of the people.

5-Macro-structural barriers:

The structural method of Scientific and Industrial relations practices in developed countries and the third world are strongly opposite to each other. The mutual relationship in developed countries is bi-directional but in third world country is discrete and discontinuous [9]. This means that the continued activity has been done regardless of institutional conditions and their potentials have not been implemented.

C-Organizational (Institutional) barriers to creativity and the method of removing them.

Limiting people in an organization and removing minimum freedom of authority proportional to the responsibility which people have in an organization prevents creativity and causes complex psychological. Institutional barriers to the creative aspects of management, organizational structure, organizational culture, and education should be considered.

Institutional barriers to the creative consist of the followings:

1-Pessimism to the people working in lower position.
2-Humiliation of people working in the organization.
3-Lack of freedom and creating an environment of fear.
4-Insisting on decision making in the management level.
5-Lack of attention to the organization needs of the staff.
6-Communicate only through the hierarchy.
7-Forcing people to the organizational decision [12].

Some experts mentioned other factors such as:” lack of access to information, lack of proper vertical and horizontal communication, criticism of new idea, isolation of senior management, short time horizon of managers, the lack of effective suggestions system, lack of required facilities, the lack of objective and flexible system to encourage and reward, stress and employee dissatisfaction, struggles and organizational politics, excessive reliance of the manager, pressure to get results fast” as barriers to the institutional creativity [5].

In discussion to an organization, this is an issue that how to create a creative and innovative organization? And how an organization as a whole can be creative? Yes! Key to this question is the human mind. For doing this, the human mind should be stimulated, excited, and to be reared for the production of creative thinking. Equally, the mind must be free from barriers to creativity and innovation, barriers which prevent the creativity and innovation and close people’s hand to show their ability for creative works.

To avoid these barriers, the following activities should be done:

1-Promote romantic atmosphere within an organization where ideas are valued and if possible the ideas to be implemented.
2-Create innovative standards to measure the innovative capacity and creativity
3. Changing attitudes towards creativity and innovation
4. Merging creativity and innovation with strategy and policies of the organization.
5. Training staff to unlock creativity and innovation
6. Establish a free flow of creative ideas between leaders and followers
7. Promote an atmosphere of cooperation
8. Avoid the quick fix trap

If an enterprise wants to differently appear in this world and markets should equip themselves with the tools of creativity and innovation and ask staff to provide new and creative designs which is a turning point is in the lives of the their customers and organization.

In this case, a creative atmosphere will be generated in organization and the key questions such as: “What is a new subject?”, “What is the next step?” and “what is the best” will be asked.

Conclusion:

As mentioned in this article, the secret to the success of organizations in terms of innovation and creativity is providing conditions for staff to show their creativity.

Organizations that may be able to withstand the changes in today’s society increasingly oriented towards creativity and innovation to provide are successful. Since the creativity is the creation of new ideas in all areas and certainly a lack of creativity in organizations is due to the present barriers such as individual, environmental and organizational, organizations should try to know the barriers of creativity and remove them.

References

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