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## Creative Management in Modern Enterprises

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**Abstract:** The article describes the fact that management is one of the main factors of efficiency in modern enterprises and the competitiveness of the economies of developed countries in the 20th century. The growth and share of organizational-management innovations in the total volume of modern organization management activities has been proven. The essence of the concept of "creative management" was manifested as a component of the enterprise.

**Key words:** management, creative management, manager, innovation, creative leadership, creativity, creative brand, creative advertising.

### Introduction

Analysis of creative approaches in modern companies is to know the effectiveness of creativity in management. The results of analysis and research have shown that creative management or creativity plays an important role in management.

Modern businesses have increasingly utilized a creative approach to managerial tasks in recent years. The key characteristic for firms to actively address the business issues of the future generation is creativity. It is a blend of management and creative thinking ideas, concepts, and methods. Simply said, creativity enables you to explore new areas and possibilities. Marketing and innovation are management's two primary responsibilities, according to renowned management guru Peter Drucker. Innovation relies on creativity, yet traditional management theory solely connects creativity to the creation of novel concepts. A broader definition of creativity would include innovation and the application of concepts, models, and procedures, which together make up its core.<sup>1</sup> Advertising, brand management, media management, and marketing communications are all included in the scope of creative management in contemporary enterprises. Marketing software and product design are two significant fields that provide businesses a wealth of creative potential. One of the most crucial traits of a contemporary corporate leader is innovation.

<sup>1</sup> <https://inurture.co.in/what-is-creative-management>

Being creative in and of itself is a break from strict systems, which is a highly coveted quality in leaders in the business world.

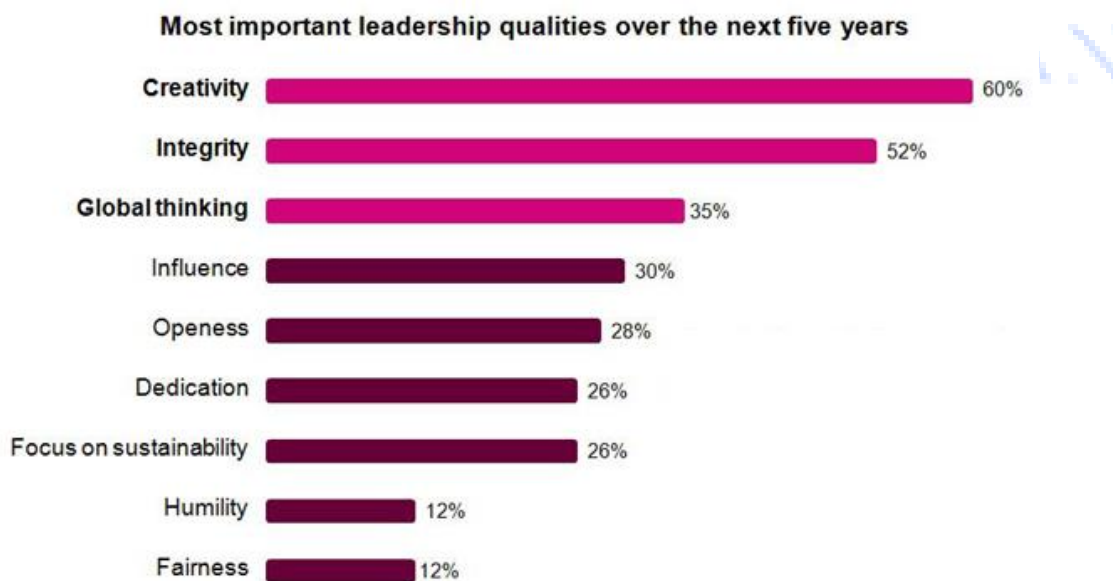
This article examines the advantages of creative leadership for businesses and how it may enhance a company. Additionally, it provides advice on how to develop creative leadership skills in oneself as well as in others.

The art of creative issue solving is known as creative management. A creative manager is one who is willing to attempt new things. You must be adaptable. You are aware that each member of your team is unique, and that one employee may be motivated by one strategy while being less so by another.

Managers are aware that the workforce needs to use some creativity and critical thinking to solve complicated or challenging challenges. The era of a one-size-fits-all strategy is over. Given the diversity of the workforce of today, it is frequently necessary to use creative management techniques to resolve persistent issues and conflicts.

According to survey-based research, leaders themselves rank creativity as the most crucial leadership trait.

The survey asked corporate and public sector executives from 1,500 contemporary enterprises what drives them to lead their businesses in the modern era. They found that creativity is the most important leadership quality for business success, ahead of integrity and global thinking.



Manba: Fast Company <sup>2</sup>

The graphic shows that creativity has risen to the top with 60% of leadership qualities during the past five years.

The Coca Cola Company is the biggest manufacturer and seller of soft drinks and other non-alcoholic beverages in the world. The company has its headquarters in Atlanta, Georgia, and the items are packaged in glass bottles before being distributed there. Coca-Cola operates in more than 200 nations and makes more than 3,000 different products (the UK is one of its biggest markets). Soft drinks, energy drinks, water, and fruit drinks are its specialty. More than 80 distinct soft drinks are available to consumers worldwide thanks to the Coca-Cola Company.

<sup>2</sup> <https://www.fastcompany.com/informations>

The Coca-Cola Company offers a lot of benefits. Management, stakeholders, and customers are all satisfied. The business makes a conscious effort to make sure that all of its options are taken into account and applied in a way that is pleasing to the end user. Customer satisfaction should be the first priority for any business because they are their most valuable asset. When a consumer is happy, he supports the business in many different ways. Remember that a happy customer will tell a friend, and an unhappy customer will tell a friend. When a company receives royalties from customers, it transforms into a business that promotes itself.<sup>3</sup>

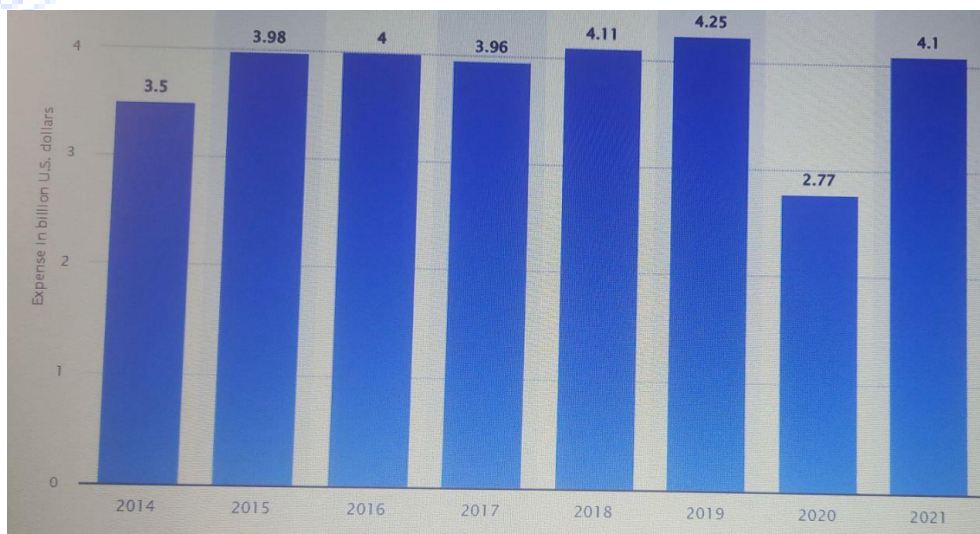
Marketing is at the root of any creative management. Advertising, product brands, and ways for businesses to sell their goods are all considered to be part of marketing.

Coca has also grown in popularity thanks to branding and advertising. The promotion for Coca-Cola was effective as ever. They offered drinks on this trip that had customer names on them. People enjoy hearing their own names. It is well known. What if the names are employed in well-known brands, though? The effects of this are severe. They purchase colas bearing their names and share them on social media. Coca-Cola uses social media platforms with millions of users, such as Instagram, Twitter, and Facebook, as free advertising spaces.

More products were sold as a result of this original thought. With the exception of 2020, Coca-Cola has spent an average of \$2.8 billion annually on advertising during the last seven years, totaling \$4 billion annually. More than 20% of the expenditures, or \$913 million, were made in the United States in 2018. Innovative in advertising in 2017, the majority of Coca-Cola's still came from soft drinks. The corporation advertised Coke, its flagship brand, for \$184 million in 2020, more than any other soft drink brand in the country at the time. Since the polar bears in the Christmas poster by American artist Norman Rockwell, Coca-Cola has a long history of creative and compelling advertising campaigns.

Through the media, the Coca-Cola brand has gained prominence. It continues to be one of the most valuable brands in the world, with a 2018 valuation of \$80 billion. Social networks are used in addition to more conventional forms of advertising to maintain the company's reputation. With around 107 million fans as of June 2021, he has the fifth-highest number of Facebook fans. With an estimated 3.28 billion channel views, Coca-Cola's channel enjoys a similar level of popularity.

The Coca-Cola Company's advertising spending from 2014 to 2021 (in billion US dollars)<sup>4</sup>



<sup>3</sup> BusinessEssay. (2022, January 4). *Coca-Cola Company Total Quality Management*. Retrieved from <https://business-essay.com/coca-cola-company-total-quality-management/>

<sup>4</sup> <https://www.statista.com/statistics/286526/coca-cola-advertising-spending-worldwide/>

**Problems:** Here is a list of issues that can occur throughout the creative management process in contemporary businesses:

**Problem-1** Poor or absent feedback leads to conflict, misinterpretation of the circumstances, and a loss of the leader's authority in management.

**Problem-2:** Lack of personal accountability and decision-making

**Problem-3:** Goal-setting without employee control or supervision

**Problem-4:** The inability to cultivate a positive mindset at work.

**Problem-5:** To respond to the question, solve Problem 5: "Why is innovation vital in business?"

Because all contemporary organizations require a solution to this question. Creativity has multiple uses. Along with preventing stagnation, it also promotes expansion and innovation.

Let's discuss the issues surrounding the promotion of innovation and creativity in the framework of creative management in contemporary businesses. To address this issue, many managers and managers employed by businesses commit several errors. Therefore, this issue deserves more attention from contemporary businesses.

**Opportunities (problem solutions):** Assist contemporary businesses in finding answers to issues and create new growth prospects that more conventional approaches would not permit.

Creative problem-solving techniques can produce novel, possibly previously unheard-of solutions.

The following actions should be taken by businesses looking to improve their creative leadership abilities to meet the challenges:



You can develop your inner creative leadership skills by looking for opportunities to demonstrate each of these solutions in your organization. Jobs with titles like graphic designer or marketer may come to mind when you think of creativity. However, innovation and creativity are crucial across all sectors since solving business problems requires original thinking.

Here are five reasons why creativity is important in business<sup>5</sup>.

<sup>5</sup> Michael Boyles is a content marketing specialist and contributing writer for Harvard Business School Online. The importance of creativity in business

1. Represents an innovation.

For something to be considered innovative, it must also be both novel and practical. Though innovative and creative ideas are crucial for creativity, they are not always beneficial. However, without a creative element, innovative solutions are impossible.

2. Boosts productivity

Being creative allows you to operate more efficiently rather than more laboriously, which can increase output and fight workplace stagnation. Routine and structure are crucial, but advancement and expansion shouldn't be sacrificed in their pursuit. The degree of production for the company can increase if a creative and inventive environment is created.

3. Promotes adaptability.

The organizational structure can occasionally be upset by both internal and external circumstances. Creative problem solving necessitates adaptability, but it isn't always necessary to fundamentally alter your business strategy. To increase efficiency, you might create a brand-new good or service or make a small adjustment to the way your business is run. Don't discount a concept because it doesn't fit the scope of the problem because huge problems don't always require big answers.

In the business world, change is inescapable, therefore finding innovative ways to adapt is crucial.

4. It is essential for development.

Cognitive rigidity, or the conviction that there is only one way to interpret or address a situation or problem, is one of the major impediments to company progress.

Because it can be tempting to treat any situation as it was in the past, it is simple to fall into the cognitive stability trap. However, each circumstance is unique.

If business leaders do not take the time to thoroughly comprehend the challenges they are facing, foster innovative thinking, and act on the results, their organization may end up being one of the biggest growth inhibitors.

5. Demand for the expertise is high.

In high-demand fields like manufacturing and healthcare are creativity and innovation. This is due to the fact that every industry has complex issues that call for original solutions.

Here are seven suggestions to promote creativity in the workplace if you want to foster innovation<sup>6</sup>

1. Don't be averse to taking chances.

Sometimes being creative means moving beyond of one's comfort zone. Although you should avoid taking chances that could hurt your company, taking risks is a requirement for innovation and success. Therefore, creating a supportive environment can be quite advantageous.

2. Avoid penalizing failure

Allow your staff to experiment without worrying about being punished if their ideas don't succeed. Many failures led to some of history's greatest innovations. Consider failure an opportunity to grow and learn rather than a setback.

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### 3. Make available the resources required for innovation

Despite the temptation to simply exhort your staff to innovate, creativity is more than just a mentality. You need to give your coworkers the tools to foster creativity if they have the chance to be imaginative. It is in your best interest to invest in your team in order to achieve innovative results, whether that means requiring monetary commitment, equipment, or training resources.

### 4. Avoid attempting to evaluate outcomes too fast.

You might think about giving up on an inventive idea if it doesn't yield the intended outcomes within a few months. Due to the fact that some concepts take longer to bear fruit than others, doing so could result in a missed opportunity.

It's crucial to have patience when being creative, so don't try to judge outcomes too soon. Give your team the freedom to experiment and get better without being confined by hard deadlines.

### 5. Remain open-minded

Keeping an open mind is one of the most crucial elements of a setting that promotes creativity and innovation. To innovate, you must constantly endeavor to overcome your prejudices. Ask questions frequently, be receptive to the responses you receive, and don't demand completely formed concepts before you can continue to develop.

### 6. Growth of collaboration

Innovation requires a collaborative setting. When teams collaborate to achieve a common objective, innovation flourishes. To accomplish this, make sure that everyone has a voice.

### 7. Support diversity

Due to the fact that each person brings a distinct perspective to the table, diversity encourages creativity and fights groupthink. Consider creating teams with individuals from other cultures who have never collaborated before. The best method to promote creativity is to motivate people to stretch themselves.

## Conclusions and suggestion

Innovation in contemporary businesses involves speculative thinking, imagination, and experience. This is crucial for the company's expansion and may result in the aforementioned advantages of creativity in business.

Creative management places more of an emphasis on curiosity and exploration than it does on the operational side of the business. Although taking risks is encouraged, there is very little organization in place to make sure the business operates smoothly.

Therefore, before having creative management, any organization needs a leader who contributes creative ideas. Without it, management efficiency will not exist.

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