

# Creative Thinking Vs. Practical Thinking



Creativity and innovation have been minimized in favor of practical pursuits (Csikszentmihalyi, 1996) that follow the 20th century business model of compliance and standardization of product. However, in the increasingly global economy, the skills and abilities of people are where today's source of renewable wealth is to be found (Holbeche, 2006). The business model of downsizing and cutting costs is a failing strategy in today's global market (Csikszentmihalyi, 1996) and today's globalized workforce needs more than just structural analysis or technological advances.

Creative ideas lead to either an invention or an innovation that will alter the way things are being done, leading to different results. Creativity begins with a creator, invention begins with an inventor, and innovation begins with an innovator or a team of innovative individuals. A designer designs. Change does not come about without creativity. A moment of inspiration can cause creativity and an agent of change is a catalyst that bridges creativity into change.

The old adage, "If you keep doing what you have been doing, you will keep getting what you have been getting" describes what Von Stamm (2008) recognizes as overdependence on analytical thought and quantitative analysis. Seeking different results, but not changing the way things are done, eventually leads to the realization that the solution to a change in results is not to work harder at repeating the same old methods over and over (MacKay, 2010).

To creative individuals, initiating a change sounds simple enough. Yet change comes in many forms, types and sizes and means different things to different people. Different types of change affect people differently and so require different approaches (Boak, 2010). An agent of change could be a proactive leader within an organization, anticipating a need to change, yet working alongside other leaders who do not see the same need. Perhaps circumstances in the marketplace force a reactive and stressful change within an organization. Whether change is intentional or not, an understanding of the different types of change is essential.

