

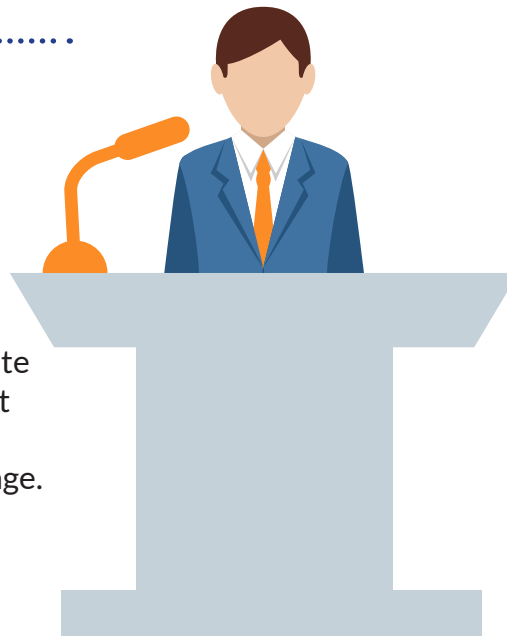
Creativity, Innovation, and Change and Leadership



An examination of the theory and research points to an emerging reality that rapid changes in economic globalization is dictating that **organizations must pay more attention to human resources as valuable assets. Creativity and innovation can have a quantifiable benefit to organizations.**

Harnessing creativity and innovation that leads to change is essential for survival in the New Economy. An effective infusion of leadership of change is an integral part of an organization's growth. This form of leadership fosters and nurtures emotional competency that increases the capabilities of people within an organization to accept and successfully execute continual change.

Leadership plays a major role in inspiring change in people by communicating a shared vision, honestly and skillfully demonstrating the benefits of change and creating a dynamic interactive corporate culture. Good leadership of change constantly studies the business climate comprehending the changes in the environment and conducting constant evaluation and self-assessment as the basis of communicating change.



Although creativity, innovation and change are independent topics of discussion, they cannot be fully comprehended until examined as an integral unit, because they are inter-related and each part impacts the other. In the ever-changing business climate, status quo is hardly an option.

Globalization of rapidly changing markets and fast paced advances in technology forces modern organizations to constantly be innovating and changing the way they do business.

Businesses can be ruined by the inability to keep up with the change.

A leadership role in change is paramount since managing change means managing people.

Since people are considered to be the new intellectual and social capital of the global economy, the human side of innovation is becoming increasingly more important.

