- 1. Problem-solving: Creativity allows managers to approach problems and challenges in innovative ways. They can think outside the box and come up with unique solutions that others may not have considered.
- 2. Innovation: Creative managers foster a culture of innovation within their teams and organizations. They encourage employees to generate new ideas, explore different possibilities, and implement innovative approaches to improve processes, products, or services.
- 3. Adaptability: Creativity helps managers adapt to changing circumstances and find creative solutions to unexpected situations. They can quickly adjust their strategies and approaches to address new challenges or take advantage of emerging opportunities.
- 4. Decision-making: Creative managers can generate a variety of options and alternatives when making decisions. They consider multiple perspectives and possibilities, which leads to more informed and effective decision-making.
- 5. Employee engagement and motivation: Creativity enhances employee engagement and motivation. When managers encourage and value creativity, employees feel empowered to contribute their ideas and suggestions. This fosters a sense of ownership and fulfillment in their work.
- 6. Team collaboration: Creativity promotes collaboration and teamwork. Managers who foster a creative environment encourage open communication, brainstorming, and the exchange of diverse ideas among team members. This leads to better collaboration, synergy, and collective problem-solving.
- 7. Competitive advantage: Creativity gives managers a competitive edge in the marketplace. By embracing innovation and thinking creatively, managers can develop unique products, services, or strategies that differentiate their organization from competitors.
- 8. Continuous improvement: Creative managers are constantly seeking opportunities for

- improvement. They encourage experimentation, learning from failures, and finding new ways to optimize processes and outcomes.
- 9. Inspiring leadership: Creative managers inspire and motivate their teams through their own creative thinking and actions. They lead by example and encourage employees to unleash their own creativity, fostering a culture of innovation and continuous improvement.
- 10. Adaptation to uncertainty: Creativity enables managers to navigate uncertainty and ambiguity with confidence. They can explore new possibilities, reimagine existing approaches, and find creative solutions in uncertain and complex situations.

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- 25. What do you mean by empowerment?