



THE BALANCE OF WORKPLACE CREATIVITY

by Craig M. Cortello

Managing business creativity is a matter of balance. When your office, department, company or staff seem to be getting too predictable, robotic, or “stuffy,” it’s time to shake things up. A brainstorming retreat, a new project, or a bold new product offering might be in order. Give your staff something that they can rally behind and that will energize them. When you sense a lack of focus or the inability to achieve goals consistently, it’s time to reel things in a bit. Re-introduce your strategic initiatives and remind your staff of their roles in achieving them. Re-establish accountability.

Think of business creativity as a pendulum that can swing too far in either direction. On one end is the command and control work environment - where employees are called upon to simply carry out prescriptive work procedures with no consideration given to creative thought. On the other end is the work environment of anarchy or aimlessness. Here employees are given little or no direction and are free to take on any endeavors that they feel compelled to pursue in any manner they see fit.

Your job as a manager is to assess where your pendulum is located at any given moment and to determine how to nudge it toward the optimal location. It’s a delicate balance, and the answers aren’t in any management handbook. Yet the leader who can master this skill will be the most sought- after resource of the 21st century workplace.

ABOUT THE AUTHOR:

Craig Cortello is the President and founder of La Dolce Vita Enterprises, a consulting and training firm that assists companies in creating productive and imaginative work environments that encourage innovative business solutions. He is also the National Sales Manager of Trinity Consultants, a nationwide environmental consulting firm, an author, and



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an accomplished musician. He credits much of his success in the business world to his creative spirit that was cultivated through exposure to music and the arts.

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