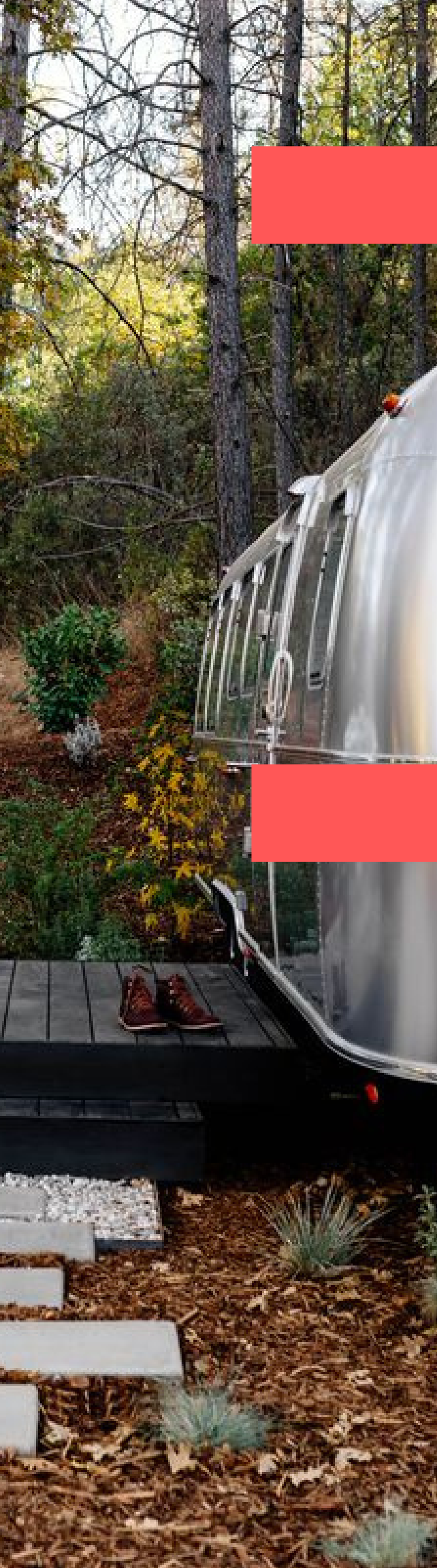




Here's why 'Creativity' should be on top of your bucket lists.

Having a creativity block or wanting to stand out from the rest? Read the ticks of the trade on why and how you should develop your creativity as a leader.

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Why should you focus on creativity as a leader?


1. It is among the top skills required to be a great leader.
 2. Entrepreneurial leaders who focus on creativity, are those individuals that create a vision and influence its employees to foster that idea.
 3. They create an environment that motivates employees to engage in creative endeavours
- (Cai, Lysova & Bossink).

What it took to be listed on the Top 100 Creative Minds?

In a world that now hires people based on creativity and passion, it is crucial to think outside the box to stand out in the crowd.

For developing the world's first Airstream hotel chain is creative founder Neil DiPaolo under the top 100 most creative people. The company AutoCamp hosts guests in luxury chic aluminium airstream trailers.

For making Instagram stories look better, is Alfonso Cobo with a creative innovation of an app that has artist templates for Instagram stories. As a leader of creative innovation, Alfonso Cobo has attracted followers utilising his app such as Selena Gomer and Kim Kardashian.



"Creativity is an important skill required to be an influential leader along with other multiple skills."

What does Creativity attract?

Creativity has been practiced in the whole world attracting more travellers from every corner of the world. Tourists get attracted to places such as hotels located in unusual places, underwater sceneries, and places where physical features like mountains, lakes, rivers, and forests are located. Creativity can be explained as being unique when designing a business or doing something different to what other businesses do so has to attract new or more customers to your business. For people who travel across the globe their expectation is to have new experience, have something unique and see something unusual. In the hospitality business creativity has been the major trend and businesses have adapted the new changes in the market so has to survive the industry competition (Borovskaia & Dedova, 2016).

"Creativity is being unique and doing things differently."



Influence of Creativity in Hospitality Industry

Like other sectors, as a good entrepreneur leader or manager for the hospitality business we need to be creative in our current jobs and encourage others to experience new things to book or put the business in a good spot in the marketplace by gaining competitive advantages. As Dillip Puri (n.d.) stated in his article that, people innovate new technology that leads to shifts in trends and businesses need to adapt with the changing to stay alive in a competitive environment.

For organizations that do not invest in new ideas and be creative with their product and marketing strategies tend to fail and lose their customers sooner or later.

Top Tips for Creativity

1. *Go for a walk*

According to a study conducted by Stanford University done in 2014, Walking, whether on a hike or on a treadmill can increase a person's creativity significantly. A change of pace can sometimes get the creativity juices pumping (Hamde, 2019)

2. *Explain things to yourself*

If you want to be creative, you must develop and expand on your knowledge. Today, it is easy to google for what you want but it ultimately takes learning and figuring out by yourself away. If you want to figure something out, take your time to listen, learn and then, explain the entire concept to yourself to make sure you have fully absorbed it (Hamde, 2019).

3. *Re-paint*


or re-decorate your room.

In one study, scientists found that blue walls were ideal for creatives. Another study also found that Green walls spurred innovation and creative performance of people (Hamde, 2019).

4. *Exercise your creative*

muscle. Dr Goldwater says one of the easiest ways to get better at thinking creatively is to keep practising. Ask yourself, what if this was not the case, how can it change, can it be changed? By doing so, chances of shifting your view and thinking about the problem in a new way can increase. Solutions you have not thought at the start will start unfolding (Rose, 2018).



The background of the page features a vertical gradient from light yellow at the top to dark orange at the bottom, with a bright sun or light source in the lower-left quadrant. Silhouettes of several people are shown against this background, with their arms extended as if reaching out or grasping something. One person is on the left, another in the center, and a third on the right. The overall mood is one of hope and reaching for a goal.

Assumption issues for creative leadership

The global epidemic of coronavirus has created a major challenge for leaders at all levels in various industries worldwide. The way your leadership responds to the current difficulties that lead by coronavirus will directly affect your organisation's capacity to survive and thrive (CCL, 2020). According to (CCL, 2020), We believe that leadership is an endless process, and organizations that can evolve and adapt to transform challenges into opportunities will be developed in the world that comes after (CCL, 2020). To help an organization overcome current and tomorrow challenges, they are providing these useful and practical resources on topics that are important to leaders such as:

1. Leading in times of crisis and beyond
2. Coaching and leadership development through the Internet
3. Building resilience
4. Personal & Organisational
5. Remoteworking and virtual teams
(CCL,2020).



conclusion

As being Entrepreneurial leaders through the leadership development program, it has been examined that creativity and colouring outside the lines is very essential for Entrepreneurial leaders. They facilitate employee and team creativity that creates an environment that that enhances creative endeavours. Having to communicate with a diversity of followers, as leaders we had to develop creative skills in order to keep everyone engaged and to communicate their ideas.

*By Sandra, Aaron Yeo, Stephen,
Lyhak, Menghuy & Aloka.*