Creativity, Innovation, Participation as Important Tool for Industry Institute Interaction

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Abstract

There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns. Creativity has always been at the heart of human endeavor. Allied to innovation, which creates unexpected value, it is now recognized as central to organizational performance. In order to enhance creativity for innovation and participation, we are required to focus on collaboration, communion and communication on regular basis. When we become a part of creative partnership process we find there are:

- More enthusiastic interactions
- More risk tolerance
- Less routine – the process of work is more invigorating
- Better tools for day to day "GRUNT" work
- Better proposals
- More creative delegation

How can creativity could be developed through process of participation and interaction between institute and industry it needs fundamental soul searching, it takes skill in promoting a creative climate for innovation in general and in developing collaborative working relationship in particular. Collaborative working relationships start with individual responsibility of the institute and industry leaders.

Keywords: Industry Institute Interaction, Informal innovative roles, GRUNT

I. INTRODUCTION

Abraham Maslow quoted “What fosters creativity? But it is why in God’s name isn’t everyone creative? Where was the human potential lost? How was it crippled? I think therefore a good question might be not why do people create? But why do people not create or innovate? We have got to abandon that sense of amazement in the face of creativity, as if it were a miracle if anybody created anything” [1], [2].

Creativity is the mental and social process—fuelled by conscious or unconscious insight—of generating ideas, concepts, and associations. Innovation is the successful exploitation of new ideas: it is a profitable outcome of the creative process, which involves generating and applying in a specific context products, services, procedures, and processes that are desirable and viable. Naturally, people who create and people who innovate can have different attributes and perspectives. These combined together with taking another attribute, i.e. participation lead to better perspective for a closer tie between industry and academia [3], [4], [5].

II. COLLABORATIVE WORKING RELATIONSHIPS THROUGH PROCESS OF PARTICIPATION

Individual responsibility for innovation is leveraged by how we can develop synergetic, collaborative relationships. Creative interactions among people cannot be forced. At least not for long. However, they do not “Just Happen” either. Just a Rose bush produces more beautiful roses with selective “Structuring” (Call it Pruning), innovative groups work best when they pay attention to certain guidelines and structure [6]. To promote collaborative working relationships to develop, we need to pay attention to the following points:

- Informal innovative roles
- Informal alliances
- Inter group relations
- Leadership and delegation styles
- Task oriented team work
- Alignment and attunements

III. INFORMAL INNOVATION ROLE

The industry and institution leaders can play many parts in the process of participation to provide a creative output. In order to make creativity a way of life in the process of participation, some industry or institution can become champions who are the energy behind ideas. They go beyond being the “Lonely Genius” to use their knowledge to produce their pet innovations. Some could be sponsors who support the progress of ideas and removes unnecessary interference. Some could become inventors who are the original creators of an idea, a concept, a possibility, they carry the concept forward. Some are stabilizers, the one who knows how...
to manage projects within the triple constraints of performance, time and budget. There are some coaches who give guidance and assist the development of less experienced partners. There are some gatekeepers who monitor technological, social and other emerging external trends. The internal monitors review the ongoing ideas and creative climate of the process of participation. If the participating partners move in a very planned manner, they develop the facilitating skills, be a good champions, inventors, stabilizers, coaches, gatekeepers or internal monitors then many creative projects could be handled.

IV. INFORMAL ALLIANCES

We need not be a creative super person. We all have our strengths and weaknesses. To take advantage of different strengths, we can pair with other people to form spirited alliances. Thus we can become Co-spirited. In a good process of participation all the partners are co-spirited and work together to get the things done.

V. INTERGROUP RELATIONS

When we have an idea we want to actualize, we may need help from many sources. The key to success is how we can develop networking with the various patterns. In order to promote creative process in the process of participation, we need to understand as to how we are sharing information, planning, understanding the needs of each other, creating a win–win situation, getting the consensus and sharing the gory as well as the effort [7].

VI. LEADERSHIP AND DELEGATION STYLE

There may not be set leadership style that is best for every situation. It depends on who we are, who we are leading and under what circumstances we are leading. But all the following could be good to explore when we are leading a process of participation for mutual gains of industry and institution and influencing environment to be more creative [8].

- TELL: Based on our decision, here is what we want the various partners to do.
- SELL: Based on our decision, here is what we want the various partners to do because it benefits to the various partners.
- CONSULT: Before we make a decision we want input from each partner.
- PARTICIPATE: We need to make a decision together, where all the partners participants.
- DELEGATE: Now let us make a decision.

Further, we need to understand that there are three levels of delegations:

- ASK: Let us produce this result and then ask partners before we take any action.
- INFORM: Let us produce this result and keep the partners informed of what action we have taken.
- DO: Let us produce this result and keep on working.

In creating a climate of creativity and innovation through process of participation between industry and institution the emphasis is always on leadership on CONTRIBUTION NOT CONTROL. Leaders empower the various partners. Leaders specify challenging outcomes that require partners to be creative in meeting their goals. Various leaders from industry and institution leaders are team leaders and as such to promote innovation and creativity through process of participation we need to do the following:

- Development of Vision and Strategy
- Promoting inter institutional collaboration
- Leveraging partners talent
- Building Trust
- Willing to invest in each other and taking risk
- Seek to use unused creative potential of the various partners

A. Task – Oriented Team Work

Each partner in order to focus on creating and sustaining creativity and innovation have to display the following:

- Possess high Mutual trust
- Set high standards
- Understand team objectives
- Talk freely
- Make use of partner resources
- Make suggestions
- Relate the partnership process an outcome to industry and institutions goal
- Relate the one partners work to other partners work.
- Work through conflicts rather than deny, suppress, avoid or compromise them
The above aspects are the positive side of the partnership but we also need to understand the following problems that merit attention:

- Splitting into opposing subgroups
- Lifeless partners interaction
- Bowing to formal (or informal rank)
- Not sharing common goals.
- Focusing only on the task or only on good relationships (unbalancing the partnership effectiveness)

We need to have both task orientation and relationship orientation for smooth functioning of partnership process. To develop this we can explore five team work issues:

1) Mission / Purpose: Does everyone in the partnership process agree on a single statement of the mission or purpose of the industry institution interaction?
2) Role: Is there consensus on what is expected of each partner, especially in terms of responsibilities and authority?
3) Procedures: Are there mutually accepted ground rules for resolving conflict making decisions?
4) Interpersonal relations: After disagreements related to mission / purpose, roles and procedures have resolved, what else can various partners do to live out a win – win ethic? How the partners are resolving the differences?
5) Resources: Are there sufficient human, time and financial resources available for getting the job done right?

This way we can develop a better TRUST. The crux of the partnership is trust and the basic Philosophy of partnership is based on a Buddhist thinking which says “man can be trusted”. However by trusting someone you invest in human dignity, in self esteem which cannot be purchased with money. As we all know TRUST develops greater and better TEAM WORK.

VII. ALIGNMENT AND ATTUNEMENT

Alignment means that each partner in the process affirms a stated purpose, vision, goal or task. Attunement means that each partner in the process shares in a communion, comradely and feeling of personal support with every other partner in the process. There could be many ways which can help us in aligning but following could be the key points:

- Initiate topics and interactions
- Summarize discussions and decisions
- Clarify and elaborate on what various partners have said
- Check the level of consensus
- Exchange information and opinions

Each and every partner in the process can also help in developing “attunement” to support its energy, goodwill and unity. The key is giving permission to yourself and others to do the following actively:

- Listen for understanding (not argument)
- Encourage others to participate
- Harmonize
- Ensure that everyone can participate safely and be understood (learn to understand than to be understood)

Both alignment and attunement are important if our partnership between industry and institution are going to be more profitable and more responsive to serving all our stakeholders. It is very – very correct that ultimately to create partnership we need to think ultimately about our organization, nation and society where we are living. This calls for attunement and partnership is a great asset for creating practical attunement and this attunement creates love. Let us LOVE THE LOVE. Alignment and attunement creates love. Alignment gives us a single mindedness of purpose. Attunement gives us single heartedness of purpose. We need to understand this aspect of partnership [9].

VIII. UNDERSTANDING PROBLEM

In order to focus on creativity and innovation in a practical way we need to understand that problems are perceived and identified. Problem can be identified with the following attitudes:

- To have a broad perspective
- To observe problems from different points of view
- To listen to others carefully
- To collect information positively, continuous efforts and a spirit of challenge
- To search for another problems when one problem has been identified
- To implement and stabilize controls
- To collect and analyze data

It is always good to set a goal whenever possible in specific, objective and quantifiable terms, we need to develop SMART approach that is problem to be Specific, Measureable, Action Oriented, Reliable, Timely. In order to promote creativity and innovation, partners must be committed to change their attitude, way of thinking and develop creativity. For this partners need to do following:
The partners need to observe carefully to understand the present status
- The partners should use wisdom of other people and apply the various techniques of creativity
- Partners should “think” always and never let the problem be out of their mind.
- Partners have to observe and think out problem from various angles
- Partners must have a probing attitude and ready to explore the root cause of problem
- Continuous study of various problem solving technique. Keep on collecting data and analyze. When partners are collecting facts and data all the time they are convinced and they are not relying on hunch.
- Partners observe the results of a problem before thinking about its cause.
- Partners have the will, ability and courage to throw away routine and stereo typed concepts. They display the principle of visible willingness to support failure.
- Partners need to set a target to reach solution.

In the process of participation, the language of participation is very important. The following should be guidelines:
- Descriptive language which describes situation and condition rather than evaluation or judgment about situation.
- Language with a Task Orientation, which focuses on gathering and analyzing information without attempting to control or impose situation.
- Language that is Spontaneous
- It should reflect Concern and Sensitivity
- We Oriented language
- Language that suggest Flexibility and Openness
- Language of Listening, which concentrates on listening, does not make judgment of premature evaluation
- Reduce Emotion reaction and Improve Understanding
  - Believe in Developed Code of Conduct, i.e. to be on time, be prepared, be responsible, participate fully, pay attention, listen to ideas, criticize ideas not people, be open for suggestion, everybody is equal and gets the chance, be cooperative, be fair, have fun and allow fun.

In the context of industry institute interaction, we need to understand that the most recent change in the business is the emergence of the global economy and corporate globalization. There are several ways that corporations chose to address the issue of expanding global economy. The two men strategies that have been implemented and conducting business outside of the home country and becoming extremely cost conscious. Besides this the complete SQDCM is important. The industry of today looks for a global mind set and cross functional approach. The institution of today has to provide this because staffing of multi national corporation has become one of the challenges as new employment and cultural issues affect overall business management. An organization exist to serve variety of customers and continuously interacts with its environment for substance. An institution is no exception. The objective of institution is to work for industry through a series of products and services such as students, training, consultancy and research. Therefore industry institute interaction is a critical pursuit for any industry and institution. Industry institute interaction or interface is a continuous and symbiotic relationship to which both the industry and institute are benefitted. Faculty members of institute may learn from their product who have created industry for continuous research and development and may return the same to the industry through education and development. The critical agent of industry institute interactions are faculty members and students from the institute side. While business leaders process owners, trainers & alumni from the industry side. There could be various mechanism for industry institute interaction like governments, teaching, conference, committee, training, consultancy and research. But all these things will call for process of participation, creativity and innovation. Today India is regaining again its position of Jagatguru and it is because of the collaborative approach of industry and institution closure interaction. And we need to continue this as because Indian industrial management and education is at cross routes, it is high time that both business organization and institution pay utmost attention to process of participation for mutual growth. In this context we need to understand the critical issues relevant for industry institute interaction:
- What is the reason for existence
- What is the relationship between them
- What can they offer to each other
- Who can be the careers for these off rings
- What are the roles of these career players
- What is there to offer
- What are the fears
- What are the concerns

IX. CONCLUSIONS

Following ‘I’s could be very important for industry institute interaction:
- Individual Excellence : Each one is strong in their own right
- Importance : Long term goals are the basis of partnership and relationship
- Interdependence : Do not perform alone. Take the help of each other
Investment: To demonstrate long term commitment
Information: Through open communication
Institutionalization: Partnership and relationship extends beyond the particular people from date.
Integration: Develop linkage between many people and at many level to ensure smooth flow of innovation, creativity and participation
Integrity: Behavior to enhance mutual trust.

Finally we need to understand that to change, we need to learn and to learn, we need change. Today both industry and institute need to understand that effective leadership is fulltime people development. Today we are replacing the manager as order giver with the manager as teacher, facilitator and coach. The order giver has all the answers and tells everyone what to do, the facilitator knows how to draw the answer out of those who know the best and the people doing the job.

REFERENCES