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## Unlocking Creative Potential in Leadership

Creativity, a key element in business, has often taken a back seat in management priorities. However, in today's innovation-driven economy, creativity has become crucial for both starting new businesses and sustaining established ones. Despite its elusive nature, there's a substantial body of work on creativity from various academic fields

nature, there is a substantial body of work on creativity from various academic fields. With the rapid shift towards innovation and short product life cycles, the importance of creativity has surged, prompting business leaders to seek guidance from creativity scholars. Harvard Business School recently convened a colloquium with industry leaders and scholars, leading to the realization that creativity should be managed differently, giving rise to a new agenda for business leadership: managing for creativity, not managing creativity.

Effective leadership prioritizes engaging the right individuals in creative work. Instead of solely executing top-down strategies, employees are encouraged to contribute their imagination. Leaders need to shift away from traditional management that assigns tasks and projects and recognize that employees can be the source of innovative ideas.

A lesson from Google's founders is that ideas executed independently by employees without top-down support often have a higher success rate. Philip Rosedale, the founder of Second Life's managing company, emphasizes granting workers autonomy, which leads to significant successes.

Research by Israel Drori and Benson Honig highlights the importance of distributing creative responsibilities across the organization. Over-reliance on a single genius can lead to unsustainability.

Leaders should foster collaboration and combat the "lone inventor myth." Today, most innovations draw from many contributors, and networked organizations harness the creativity of many individuals. Internet technologies can be better utilized for this purpose.

To promote collaboration on radical innovations, leaders can use "coordination totems" like prototypes, metaphors, analogies, and stories to align teams' thinking.

Addressing status differences and promoting equality can facilitate idea exchange. Leaders can define "superstars" as those who help others succeed and encourage everyone to contribute their ideas at the right time.

**"Creativity is intelligence having fun." - Albert Einstein**

## What's New?

# Lava Phones Now in Qatar!

We're excited to share that Doha Communications is now the exclusive distributor of Lava Phones in our region. To celebrate this achievement, we hosted a launch event at the Westin Hotel in Qatar on October 31, 2023, where we introduced key phones such as Yuva2, Blaze 2, and the lightning-fast Blaze 5G.



## Meet Cherrie: A 17-Year Journey with Intertec

In the bustling world of Intertec, there's one steadfast presence that has shone for 17 remarkable years – Cherri Ann. Cherri Ann's journey began as a technician, and her determination and unwavering dedication propelled her to the current position of Technical Supervisor. Her story at Intertec is a testament of growth.

Cherri Ann faced multiple challenges and one such incident is between 2014 and 2016 when she navigated the complexities of managing without a dedicated manager. Handling everything from Samsung supplier and customer issues to parts ordering, claims, and staff monitoring, she showed her mettle. This experience helped her evolve into a capable manager who eagerly embraced more significant responsibilities.



But Cherri Ann's connection with Intertec extends beyond her professional growth. She sees the company as her second family, having dedicated the bulk of her career life to its journey. In her free time, Cherri Ann, who recently married in 2019, loves going for walks, staying fit, and ensuring a bright future for her kids. When she's not busy being a loving parent, you'll find her engrossed in books or watching tech YouTube videos, a testament to her passion for the world of technology.

Cherri Ann embodies the spirit of Intertec, and her unwavering commitment to the company's success and her personal growth is truly inspiring. Cherri Ann, you are an integral part of our Intertec family, and we look forward to witnessing your continued success in the years to come.

## More Highlights



Ten Must-Read Books on Creative Leadership. Click on



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