

BUSINESS AND CREATIVITY: CREATION OF POSSIBLE WORLDS

Prof. Lucija Mulej Mlakar, Ph.D.

Slovenia

lucija.mulej@budnjani.si

Abstract

An attempt to give an overview of the present condition in the world of business can be subsumed in the following succinct statement: we are in transition. We are living in the twenty-first century but still operate in organizations designed according to outdated ideas; based on schemes and models from a different time and different challenges. To illustrate, let us take a quick detour into the world of physics. In the seventeenth century Isaac Newton compared the functioning of the world to a giant machine that could only be understood if taken apart into smaller parts. If we want to understand the principles of how a company operates, we should do the following: extract the business functions, meticulously analyze them and reassemble them into a business model. Believing nothing was lost in the process, we assume a foreign model can be adopted. Yet, with Newtonian logic we lose the basic cohesive – relationship – and disappointment is imminent. To present this problem metaphorically, *If you understand “one” you think you also understand “two”, as “one plus one is two”*. But you must also understand the “plus”. This plus is taken seriously by quantum physics that focuses on the invisible. The analogy with business management is clear: successful companies distinguish themselves from the rest in that they incorporate invisible secrets in their design of vision, values, and organizational culture of which nothing can be transferred. Social environment is too complex and requires much more creative management, and as such, simply copying foreign successful models just does not work.

Keywords: creativity, possible worlds, business environment, possibilities

Possibility to see things from a new perspective is manifested only when certain conditions are met: interesting is Kuhn’s understanding of the tripartite division of cognition (“**world for us**” – social world of *habits* “**possible worlds**” and “**world for itself**”, which has not been affected with meaning and interpretation of human cognition and conceptualization). Breaking the barriers to the possible worlds is always a creative act. Obviously, in business new approaches win.

Discipline as well as openness is essential to reach the level where the ideas can float freely. Obviously, we create and schematize the meaning; without an interpreter the social world has no existence, **which means we can always change and reinterpret meaning and reality. Definitions of horizon are definitions of what is possible.** Business and management fields are special in a way of constant relations to society, politics and in micro level, human

Advances in Business-Related Scientific Research Conference 2015 in Milan
(ABSRC 2015 Milan)
December 10-11, 2015, Milan, Italy

cognition, where recognition of personal characteristics are of essential importance to carry out business negotiation and to realize the main goals. Educability of creativeness is a goal of contemporary social, managerial, political as well as scientifically spheres. We shall introduce the creativeness in micro and macro environment. Individual paradigms shift (Gestalt switch), technological paradigm shifts (inventions) where the hypothesis is that only through the constant self-reflection, social reflection and reflexivity in all-encompassing milieus researcher can gain creativeness of thinking. Crucial is also the **interdisciplinary international team work** and usage of psychoanalytical tools to open the latent potentials of entrepreneurs, business policy makers and employees in the field of business and management where the success of a company relies on motivated, developed and enthusiastic individuals.

Institution of business creates the managerial capital that can be broadened and sophisticated via usage of different paradigms and ways of thinking in order to establish distinctive business-management cultural and personal capital.

“World for itself« as yet unknown, in notion of art and literature can be embraced through alternative modes of imaging and creating in professional training (divergent thinking and logical inconsistency, where illogical is accepted as a contrast to all that is accepted as known and secure). Objectiveness of human cognition is just a delusion of artificial accumulation of certainty: secure policies and secure decision making.

To be creative is to be able to look at things from a perspective that has not been seen before. Personal history and characteristics are essential in innovative thinking: courage, wisdom and willingness to walk another mile nowhere are some of the qualities and techniques that workshop shall discuss. We shall examine the scope and give outlines and recommendations to the business public and managerial executives.

We shall introduce the model 4i, how “multicapital” approach could gain important shifts and novelties.