

Chapter 2

Breaking the Walls: The Power of Employees' Collaborative Creativity

Rasheed O. Azeez

Lagos State University, Nigeria

ABSTRACT

This chapter interrogates the power that lies within employees' collaborative creativity, as against individualism, to achieving stated organisational goals. It advances the fact that collaboration of man and machine in the workplace lends credence to the fact that collaborative creativity possess within it, a power that can help resolve snags confronting the organisation on the one hand, and the society on the other. This chapter locates its arguments within the Yoruba culture philosophical idiom of Ajumose (doing together) to advance the fact that, collaborativeness will encourage individual collaborator to abandon giving simple judgement on big tasks, but participate in a more critical thinking. It notes further that, establishing the culture of collaboration in the 21st century is a virtue that organisations seeking comparative and competitive advantage should adhere to. Lastly, it recommends for the establishment of a collaborative culture in the workplace amongst others.

INTRODUCTION

Resolving world's wicked problems that disquiets the society at large, and the workplace in particular, requires employees' collaborative efforts, or say, collaborative creativity. Collaborative creativity is necessary to disassembling identified wicked problems; it helps in achieving organisational stated objectives and serve as a precursor to organisational innovation. Albeit, the rise of the fourth industrial revolution has necessitated a change to how issues are resolved, and how they are approached in the workplace. For instance, the collaboration of man and machine in the workplace lends credence to the fact that collaborative creativity possess within it, a power that can help resolve snags confronting the organisation on the one hand and the society on the other. As such, employees' collaborative creativity should be properly harnessed for achieving profits.

DOI: 10.4018/978-1-7998-2385-8.ch002

Using the literature review methodology, the objectives of this chapter are to debate employees' collaborative creativity and how it could help in achieving stated organisational aims and objectives vis-à-vis resolving world's wicked problems; to examine collaborative creativity and the power that lies within it; to examine some of the skills that employees need to possess, and the extraordinary benefits of collaborative creativity; to examine an Africanist theoretical framework to explaining the power of collaborative creativity; to interrogate ways organisations can use to establish and enhance collaborative creativity in their respective workplaces; and finally, to explore the challenges to collaborative creativity in the workplace and how this challenges can be surmounted. The contribution of this chapter is that, it beams it light on an imperativeness of creative collaborations for achieving competitive and comparative advantages for organisations, most especially, those in developing countries who are still struggling with the problems of initiating novel ideas. Also, it will show the owners, proprietors and managers of organisations that enhancement of effective diversity management, enrichment of creativity training and development, and the establishment of an effective feedback-seeking system will aid their organisation's sustainability.

BACKGROUND

The imperativeness of collaborative creativity in today's uncertain milieus is not far-fetched because of the structural interdependence of work, and teams towards achieving stated organisational goals, that cannot be achieved by a singular individual (Csikszentmihalyi, 2015; John-Steiner, 2000; Perkins, 2019; Sawyer, 2007). It suffices to note that, nearly all endeavour of creative unearthing always consists of more than one single person. This presupposes that all innovations are products of collaborative thinking, appropriation of skills mutually by individuals involved, rational, affective and emotive connexion of collaborators, and pooled forethoughts from the creative collaborators. As such, this line of thought was reverberated by Becker (1982) who note that, the creation of any relic is dependent on numerous interactions between and among several people. To this end, the creative route is a passage for self-breakthrough which takes along the view of others consciously, unconsciously, and/or sub-consciously. Nevertheless, the functionality of a person within a collaborating assemblage is more intricate since it is critical that the assemblage's tenet is such that, there is an absolute duty and awareness that their distinct contribution is vital to the entire accomplishment of the stated collaborative assignment. Therefore, it is the person's participation inside the group as a sturdy member that conveys individual esteem, and henceforth, possession to the general accomplishment of the creative results. Group creative collaboration incorporates variables of all inclusiveness (shared characteristic), reality testing, purification, individual importance and relatedness, relational learning, and instillation of hopefulness. With regards to these elements, when group collaboration is required in a creative endeavour, the fundamental theme and the group's parameters are clarified before starting the group's collaborative action. Also, when these elements are present within the collaborating assemblage, achieving the itemised collaborative assignment(s) become easy because each collaborating individual would be able to express his/her creative thoughts conveniently. For example, Biskjaer, Kamari, Jensen, and Kirkegaard (2019) notes that in contemporary building designs, and to achieve an integrated design process, architects and engineers must brainstorm collectively to achieve and create a better and sustainable solution. Also, the power of collaborative creativity comes into play when creating a fine, and well-blend traditional music rhythm among drummers of the *Yoruba* ethnic group in South-Western Nigeria. The combination of the following drums- *ganagan*,

11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/breaking-the-walls/266778

Related Content

Constraint Handling in Particle Swarm Optimization

Wen Fung Leong and Gary G. Yen (2012). *Innovations and Developments of Swarm Intelligence Applications* (pp. 60-80).

www.irma-international.org/chapter/constraint-handling-particle-swarm-optimization/65806

An Investigation of the Return Risk and Liquidity Measure for Chinese Open-Ended Funds

Jingqi Zhang (2018). *International Journal of Organizational and Collective Intelligence* (pp. 13-30).

www.irma-international.org/article/an-investigation-of-the-return-risk-and-liquidity-measure-for-chinese-open-ended-funds/210538

Visual Gists of Home Quarantines and Self-Quarantines From COVID-19 Through Social Imagery: Four Months Into the SARS-CoV-2 Disease Outbreak

Shalin Hai-Jew (2021). *Handbook of Research on Using Global Collective Intelligence and Creativity to Solve Wicked Problems* (pp. 285-334).

www.irma-international.org/chapter/visual-gists-of-home-quarantines-and-self-quarantines-from-covid-19-through-social-imagery/266793

Transdisciplinary Approach to Service Design Based on Consumer's Value and Decision Making

Takeshi Takenaka, Kousuke Fujita, Nariaki Nishino, Tsukasa Ishigaki and Yoichi Motomura (2012). *Intelligent and Knowledge-Based Computing for Business and Organizational Advancements* (pp. 57-74).

www.irma-international.org/chapter/transdisciplinary-approach-service-design-based/65787

An Opinion Paper: Investigating Quality of Service Concerning the RFB Protocol and its Application in Cloud Gaming

Fash Safdari (2017). *International Journal of Organizational and Collective Intelligence* (pp. 54-62).

www.irma-international.org/article/an-opinion-paper/180312