

HealthTech

Utilizing Individual Talents for a More Creative Leadership

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Presenter



Amy Lowe is the Senior Recruiting Director for HealthTech. She has spent the last 10 years recruiting various types of talent for hospitals around the United States, focusing mainly on executive and EHR/IT positions. Working with hospitals and healthcare executives offers the opportunity to learn more about the different types of leadership and ways to integrate creative-thinking into your hospital strategies and goals.

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Utilizing Individual Talents for a More Creative Leadership

Leading Teams using Creative Leadership



Utilizing Individual Talents for a More Creative Leadership





Introduction

Utilizing Individual Talents

Creativity is one of the most important qualities in an effective leader. Hospitals that fuse creativity into the souls of the organization can reach milestone benefits, such as improved team performance, higher rates of retention, creative problem solving, and more thought-out, strategic decision making.

Implementing creative leadership in your organization can be what sets you apart within your specific industry.

What You Will Learn Today

-  What is a creative leader and what are the benefits?
-  The different types of creative leadership.
-  How to implement these creative talents and how they function within a team.
-  Applying creative solutions/talents to innovative problem solving, decision-making, and change management.

Utilizing Individual Talents for a More Creative Leadership

What does Creativity Mean to You?


What is Creativity?

- ✚ Can anyone be creative?
- ✚ Are there different ways to think about creativity (definition of), and what is it? What does it look like?
- ✚ Is there a “best practice” or set rules to being a creative leader?

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What does Creativity Mean to You?

What is Creativity?

-  What is your definition of creativity? You may not think of yourself as creative based solely on your definition of the word: creativity.

Please use the chat window to share your ideas on what you believe creativity to be.

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What does Creativity Mean to You?

What is Creativity?

- ✚ Let's look at this definition of Creativity: *The ability to consciously produce different results that instill value within an organization.*
- ✚ This definition pushes us to embrace the concept that we are all creative and that there are various ways to be creative in leadership.
- ✚ Results can be tangible and intangible
- ✚ If you find yourself taking on a task or challenge that you've never done before – you are being creative!

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Merging Creativity and Leadership

Adding Creativity to Leadership works great, but it's also a balancing act.

To be a creative leader you need to:

- Perceive Data
- Decide
- Act, based on your decision
- Reflect

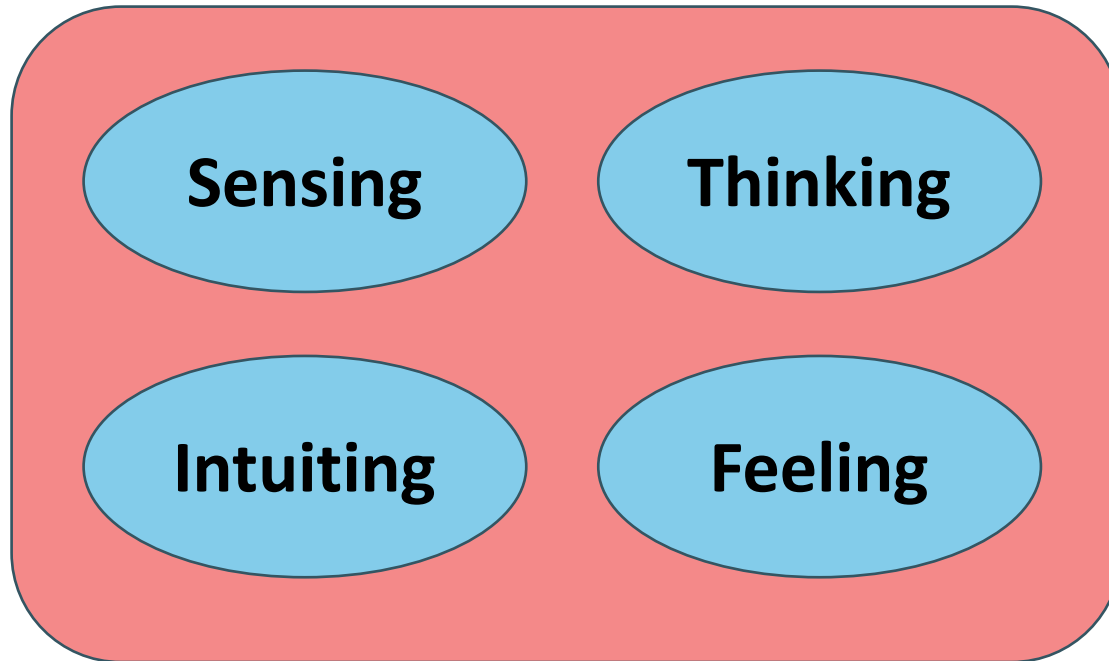


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Psychological Types (Jung)

Carl Gustav Jung, Swiss Psychologist

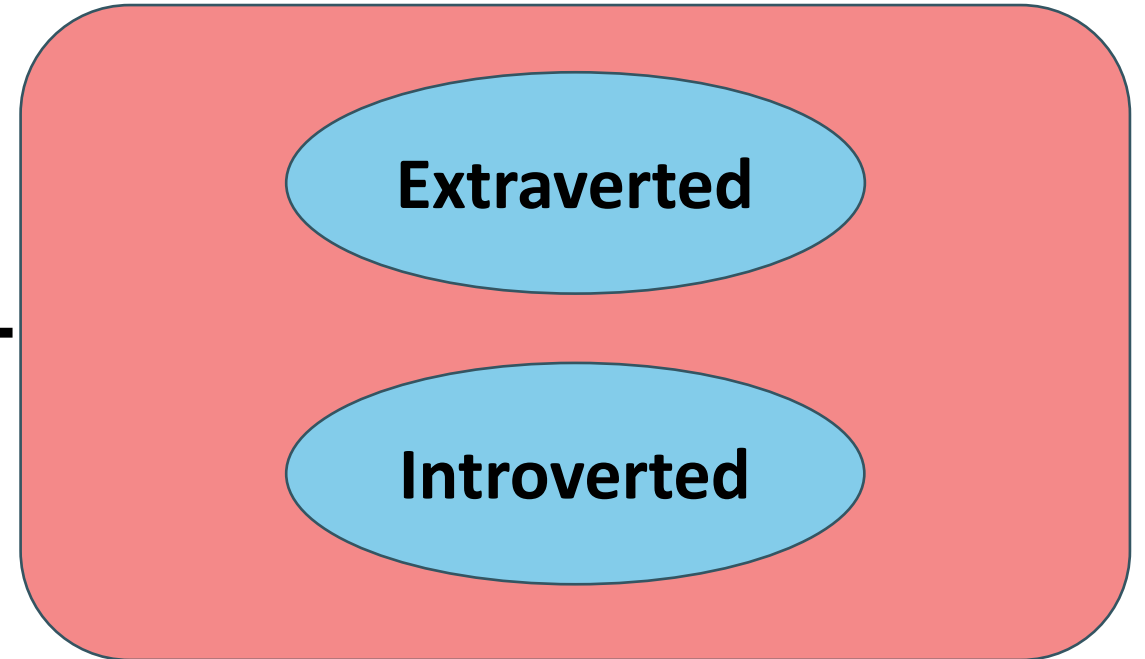
Functions



Collecting
Data

Making
Decisions

Orientations



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Creative Talents Using Jung's Compass

- Adventurer (Skilled Improviser)
- Explorer (Energetic Catalyst)
- Navigator (Pragmatic Adapter)
- Visionary (Insightful Futurist)
- Pilot (Analytical Strategist)
- Diplomat (Collaborative Negotiator)
- Poet (Thoughtful Counselor)
- Inventor (Paradigm Shifter)



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Creative Talents Using Jung's Compass

As a creative leader, how do you prefer to collect data?

- Research/Solo
- Need all the facts (tell me who, what, where, how, and when.
- Let's brainstorm and see how many different ideas we can come up with!
- I need to think on this for a bit – release my creativity.

Adventurer (Skilled Improvisor)

- Outgoing, inquisitive, loves to have fun
- Finds competent and effective solutions for roadblocks and is ready to take action
- Has an inquisitive mind and asks the practical questions such as who, what, and where
- Exploratory, strategic, jumps at opportunities, inventive
- Leadership style: **“Operational”**

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Creative Talents Using Jung's Compass

Navigator (Pragmatic Adapter)

- Cautious, caring, attentive, courteous
- Updates and creates and builds upon what others have begun
- Wants solid confirmation and evidence, asks the rational and functional questions
- Methodical, step-by-step approach to innovation
- Awkward/uncomfortable with the unknown and overly wary/vigilant
- Leadership style: **“Operational”**

Explorer (Energetic Catalyst)

- Loves to network and brainstorm with others, bounce ideas of each other
- Inspires inventiveness and exploration
- Inquisitive regarding concepts and patterns
- Focused on the future and open to various opportunities/challenges
- A better starter than finisher (can be problematic)
- Leadership style: **“Strategic”**

Visionary (Insightful Futurist)

- Very private, quiet, heavy-thinker, and often unreasonable
- Good at locating long-term, innovative solutions
- Is bold and asks uncomfortable, often times unusual questions
- Perspective is multi-disciplined and intrinsic
- Can sometimes overlook important data and details and keeps to self. Does not engage with others often.
- Leadership style: **“Strategic”**

Pilot (Analytical Strategist)

- Prefers working in a group or with others while leading the project to reach set goals
- Is innovative and delivers new strategies and methods
- Enjoys playing the devil's advocate within the team
- Very structured and logical approach
- Might be uncomfortable with the uncertainty around innovation
- Leadership style: **"Forceful"**

Inventor (Paradigm Shifter)

- Open-minded, removed, and independent
- Out of the box thinker – provides unique frameworks that can change or shift a persons thinking
- Confronts problems and decisions with logic and an analytical approach
- Has an internal roadmap to how things function
- Typically views things as an “either/or” situation
- Leadership style: “Quietly Forceful”

Diplomat (Collaborative Negotiator)

- Planner/Organizer – enjoys putting together a team to achieve a common goal
- Friendly, caring, approachable leadership that provides a safe place for sharing ideas/solutions, etc.
- Curious about others' perspectives, worth, and value/importance
- People focused approach to innovation
- Leans towards harmony vs. conflict
- Leadership style: **“Enabling”**

Poet (Thoughtful Counselor)

- Supports & nurtures from a distance or quietly
- Provides a conducive and safe environment to try out ideas, perform research/testing
- Will consider personal values and ideals in questions
- Have a people and value-focused approach to innovation
- Will sometimes overlook points of view that do not align with their own
- Leadership style: "Quiet Enabling"

Utilizing Individual Talents for a More Creative Leadership

How to Develop Creative Leaders & Teams

- Coach your leaders about the creative strengths they have and diagnose obstacles
- It's all about culture – motivate, inspire, and support leadership
- Provide mentors, coaches, and role models
- Develop projects and teams that foster action-learning



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How to Develop Creative Leaders & Teams

- Ensure the team has a diverse creativity profile that includes particular strengths and challenges – this will aide in the success of the project
- Having the creativity awareness of your team can:
 - Improve interactions within the team and produce more creative outcomes
 - Help to foster and develop their creativity both individually and as a team
 - Increase ability to provide feedback
 - Add fun and excitement to the team and/or project

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Reflect – A Few Things to Think About...

- From what we've discussed today, what will you implement to enhance your creativity as a leader?
- What about with your team – what will you do to enhance their creativity?
- How can you incorporate creativity into a leadership development program?

Please feel free to send me your answers for further discussion:

amy.lowe@health-tech.us

Questions?

If you would like more information on Creative Leadership, please let me know. I am happy to do a webinar specific to your needs. Please send questions to me at

amy.lowe@health-tech.us

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Thank you +

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