LEADING TRANSFORMATION #33:  
CREATIVE LEADERSHIP-DESCRIPTION AND DEFINITION

We have completed reflecting on the first phase of the Transforming Leadership Process. It involves people who are committed to common character virtues, moral values and calling, leading change together. This community works toward complementing Competencies in order to have an overall balanced and effective transformational team. The first phase therefore involves 4 Cs—CHARACTER FORMATION, CALLING AND COMMITMENT, COMPETENCE and GROWING COMMUNITY OF CHANGE LEADERS. The next commitment is to a common vision that is translated into outcomes and measurable objectives that are part of a commonly owned Strategic Plan. This is the subject of CREATIVE LEADERSHIP. The growing COMMUNITY OF CHANGE LEADERS work together to shape the vision in both captivating and measurable terms.

A. DESCRIPTION  
The first task of a Community of Change Leaders is to exercise CREATIVE LEADERSHIP in setting direction, which includes vision and destination, as well as the best strategies for accomplishing the vision.

Creative Leaders set direction by bringing about new leadership; new ways of thinking and new value systems.

The design of the course of action should be premised on character, integrity and the core values of the organization. The leaders should be transparent and create an environment that holds every person accountable for creative change leadership. There should also be an agreed accountable system with various stake holders.

Leadership creativity provides vision, direction and strategy to bring about the desired state of affairs. Creative leaders generate new ideas, insights, and directions by creating environments that are characterized by affirmation, challenge, high energy, constructive engagement and safety for risk takers.

The process of Creative Leadership involves engaging the community of change leaders to design the Best Creative Vision and the Best Creative Strategy for accomplishing the vision. Identifying, recruiting, engaging and optimizing the best minds and hearts on the mission is the primary objective of creative leadership.

B. DEFINITION  
CREATIVE LEADERSHIP INVOLVES ENGAGING THE BEST MINDS AND HEARTS TO DESIGN THE BEST CREATIVE VISION FOR AN IDEA, AND THE BEST CREATIVE STRATEGY FOR THE MOST EFFECTIVE EXECUTION.