



## Chapter 005, Creativity in Organizations: Facilitators and Inhibitors

*Michael D. Mumford*

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NOTE: This is a single chapter excerpted from the book *Handbook of Organizational Creativity*, made available for individual purchase. Additional chapters, as well as the entire book, may be purchased separately.

This chapter focuses on the individual characteristics and organizational features, which interact among themselves in a dynamic and complex way in the process of promoting creativity. Creativity is a key resource for individuals, organizations, and societies. It is expressed in several ways in services, work processes, products, in science, technology and cultural accomplishments. It enables the individual to take greater benefit from opportunities, to respond in a more productive way to challenges and difficulties in his/her personal and professional life, as well as to cope better with unexpected situations. At the level of the organization, creativity is an essential factor for innovation and consequent organizational success. It has been considered a critical element for the survival of many companies, in view of the challenges generated by globalization, growing competition and accelerated rhythm of change. Regarding the concerns of the larger society, the future prosperity of countries will depend increasingly on their innovative capacity, in other words, on their ability to transform ideas into new products and services, to develop new technologies and production forms, to introduce products and services in new markets and still, in a global context, to face the countless challenges of the planet in the areas of health, education, and work.

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