

Module 1

WHY SHOULD LEADERS BE CREATIVE OR INNOVATE?



The two to the most critical competencies of leadership are

- ◆ Creativity
- ◆ Innovation

Creativity is important because

- ◆ According to IBM Global CEO study, creativity is now the most important leadership quality for success in business
- ◆ Integrity and Global thinking are the two outweighing competencies of Creativity
- ◆ Leaders should move forward and imbibe creativity
- ◆ Today's business environment is volatile, uncertain and increasingly complex. So, the ability to create something that is both novel and appropriate is on top of the agenda for which, Creativity is critical