

The Role of the Adventurer Manager In Order To Coordinate the Mind, Creativity and Change Management

Hossein Naseri

PhD Student of DBA in Communication Management, The Leibniz University Hannover, Hannover, Germany.

To Cite this Article

Hossein Naseri, "The Role of the Adventurer Manager In Order To Coordinate the Mind, Creativity and Change Management", *International Journal for Modern Trends in Science and Technology*, Vol. 05, Issue 04, April 2019, pp.-35-40.

Article Info

Received on 08-March-2019, Revised on 14-April-2019, Accepted on 19-April-2019.

ABSTRACT

The aim of this paper is to promote the adventurer manager in coordinating the mind, creativity and change management. An effective and successful manager in the field of entrepreneurship should be creative and not imprisoned at work because the routine activities of managers lead to the loss of creativity and innovation. Since most managers in the world use their right hemisphere in their business affairs, the adventure manager's theory focuses on the right hemisphere of managers. 98% of managers mostly use their left cerebral hemisphere, and only 2% of them use their right cerebral hemisphere. Adventurous management theory emphasizes the use and activation of these two hemispheres simultaneously. The adventurer manager is the one who his managerial skills turn to the behavioral foundations. Leadership style and creativity of managers have a special influence on the success and efficiency of the organization. A manager can be a successful and creative entrepreneur if he acquired the creativity, risk taking, organization power, decision-making power, coaching, excitement, team building, etc. creativity is the fundamental component for innovation and gaining competitive advantage in pioneer organizations. It is a shortcut for attaining the benefits of competition, profitability and environmental compatibility.

Keywords: *adventurer manager; creativity; management; right cerebral hemisphere; left cerebral hemisphere*

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I. INTRODUCTION

The adventurer manager theory emphasizes on institutionalizing the skill of management, activate the right hemisphere in managers' brain, and as well as turning those skills into a habit. Note that, most managers have learned theories and management tips in theory and they attempt to increase their knowledge and awareness level about techniques and management strategies. But

unfortunately, they forgot all these points after a short while. In addition, a successful manager who works in the field of entrepreneurship should have creativity and do not imprison himself at work because the routine activities of managers lead to the loss of creativity and innovation. Researchers have proven that learning is possible when it occurs in the real world. For example, when you attempt to learn swimming, you should exercise in pool and real environment. Hence, managers who

are interested in gaining success can learn time and crisis management skills in real environment to be able to establish the management skills in their subconscious mind (Rojas and Defude, 2008). It is very important to mention this point that, the adventure manager's theory focuses on the right hemisphere of managers while most managers in the world use their right hemisphere in business affairs. In other words, 98% of managers mostly use their right cerebral hemisphere, and only 2% of them use their left cerebral hemisphere. Therefore, most of the workshops and conferences in which managers are involved are immediately forgotten because the theoretical content is not taught in the real environment.

In modern worlds, efficient and successful organizations have a strong and prominent role. These organizations by adopting understandable behavioral practices for individuals can achieve their goals. We believe that leadership patterns and creativity have a distinctive role. Providing a set of component to achieve efficiency requires a lot of factors. But from a particular point of view, Leadership style and creativity of managers are very important and have a special place and it seems to be more efficient than other factors.

A successful and creative manager should use both sides of his brain. Many of the fundamental assumptions regarding the "unquestioned truths" about differences between the cerebral hemispheres have their roots in 19th-century theories of what was called localization theory, which in modern terminology would translate to brain "structure – function relationships." The lateralization of brain function is the tendency for some neural functions or cognitive processes to be more dominant in one hemisphere than the other. The medial longitudinal fissure separates the human brain into two distinct cerebral hemispheres, connected by the corpus callosum. Although the macro-structure of the two hemispheres appears to be almost identical, different composition of neuronal networks allows for a specialized function that is different in each hemisphere.

Characteristics of the right cerebral hemisphere:

- Direction of the left side of body
- The center for understanding the images and regulations
- Recognizing the color and tone of the sound
- The ability to recognize faces
- The power of puzzle solving
- Imagination and sleep in this area

- The power of creativity and discovery
- Women's features
- Exercise and body movements
- The talent of music
- Tactile sensation and understanding of objects in three dimensions
- Orientation is done by this part of the brain.
- Works with painting and design arts
- The center of emotion and love
- Perceptions are holistic
- The power to understand mathematics and philosophy
- Creativity and craft

Ways to strengthen the right hemisphere:

- Look at the issues in general rather than in detail
- Ask "**whatif** questions" and find different answers
- Give yourself imaginative imagination
- Enjoy the flow of nature and pay attention to sounds and beauties
- Play intellectual games
- Make learning always by drawing a shape
- Learn painting and designing
- Read the novel and review the story in the form of an image in your mind
- Watch and see more than listen
- Watch your wishes in the future
- Follow the communication among people, things and issues
- Think like a child and strengthen your aesthetic sense
- Take risks in research and work
- Use examples or metaphors for learning
- Love others, show your respect and appreciate them

Characteristics of the left cerebral hemisphere:

- Controls the right part of the body
- It likes mathematics and philosophy
- It likes order and classification
- It is logical
- Opposes diversity in life
- It is the center of words and numbers
- It is the center of speaking and grammar and word order
- Has a masculine character
- Works in detail
- There is no imagination or the power of creativity and discovery

Ways to strengthen the left hemisphere:

- Solve the puzzles
- Keep up-to-date your tasks with specific details and planning
- Write a summary when you study
- Try to memorize the contents while listening
- Develop logical thoughts
- To do things, divide them into smaller stages
- Use your sense of hearing to enjoy more in nature
- Practice chess and other puzzle games
- Learn management skills

Today, the management experts believe that human resources are the main asset of organizations and they are a competitive advantage for organizations. The existence of healthy relationships based on cooperation and empathy among these valuable resources is one of the most important factors for success in all organizations, including industrial, administrative, service, educational, etc. On the other hand, due to the increasing complexity of organizations and the differences in people's thoughts, attitudes and beliefs, conflict is posed as an inevitable part of the organizational. Note that, the conflict is not negative if we manage it carefully. In this case, even the conflict can be useful. In other words, the conflict is a coin that has two positive and negative sides. The ability to manage conflicts in organizations is one of the most important management skills which the nowadays managers need it (Bodtker and Katz Jameson, 2001).

In today's world, organizations are looking for innovation and transformation in their processes and structures, and they study a variety of ideas in terms of management, organization, structures, and so on. Creativity has always been a concern for managers due to its positive and very close proximity to transformation, and indeed it is the infrastructure for any innovation and flourishing. Creativity means trying to make a targeted change in the organization's social or economic power. Creativity means the use of mental abilities to create a new concept. Creativity means the ability to create a new idea or thought in the management context like creating a new product. Creativity is to go through a new way or to walk a previous way in a new manner.

Multi-dimensional Creation Substrates

1. Cultures of Creativity facilitator

Culture as a lifestyle of people and a way of staffing work plays an important role in fostering creativity.

Promoting cultures are cultures in which information is physically stored properly rather than transmitted verbally. And instead of being confidential and only be available for a few numbers of individual, all members of the culture can access it. The more culture is exposed to the other cultures' information, the more likely it is to innovate creatively. The "cultural development" is very important for "creativity". For example, in some companies, the company holds regular meetings for the presentation of new ideas. The value of these ideas is not discussed. They just want to share the ideas among the members.

It is a duty for a leader to create the organizational culture. In many cases, executives are eager to accept new ideas, but always, there are some people who resist against creativity.

II. FACILITATING TERRITORIES OF CREATIVITY

In areas which use clear symbols for recording information, they develop innovation because they can easily accommodate new ideas in the foundation or existing knowledge base. Areas in which information is very organized it is not easy to have innovation. So they do not encourage creativity. Also, innovation and creativity remain unknown in territories that are poorly organized. Areas that are well-organized are likely to foster creativity. Creativity becomes more difficult when creativity in areas such as politics or art is the centerpiece because culture is available to a number of elites. If there is no particular realm in the center of culture and it will be available to a lot of people then innovation will increase.

III. CREATIVITY FACILITATING ORGANIZATIONS

There is much evidence that big organizations have failed against smaller rivals with networking technologies. Virtual organizations are one of the important factors facilitating creativity. Virtual organizations have fast response power to market changes. Virtual companies do most of their operations using features available on the market. On the contrary to big companies, virtual companies are able to use potential in the market in order to design, produce, market, distribute, and support their products. Some innovations can be tracked and implemented independently of other innovations, some other innovations are dependent (Eckert, 2016).

The influential factor in choosing an organizational design is recognizing two types of innovation in the organization. In the conditions of independence,

the innovations of a decentralized virtual organization facilitate creativity. However, when there is dependence between different innovations, the members of a virtual organization will be dependent on each other. Generally, the organizations that facilitate creativity have the following features:

- Comprehensive competition
- Easy and quick access to the managers
- Respect for people
- Providing appropriate services
- Job rotation
- Managers welcome changes

Creativity facilitating organizations create distinctive features which these features give rise to three challenges:

1. New businesses typically lack hard data.
2. New businesses depend on innovation.
3. Poor adaptation of new businesses and old system (Antony et al, 2006).

IV. CREATIVITY FACILITATOR OF FAMILY LIFE STYLE

The people who grow in families who spend their energy and resources on curiosity and creativity are more likely to be creative compared with people who grow in families who ignore other interests except survival.

V. PERSONAL CHARACTERISTICS OF CREATIVITY FACILITATOR

These characteristics include special talents or competencies, internal motivation for serious work in the field where the person is talented, crafted skills, and flexible divergent thinking. In addition, Steiz has expressed the following factors for creative people:

Mental and perceptual health, flexibility of perception, innovation, preferring complexity to simplicity, independence of the vote and judgment

VI. STRATEGIES FOR INCREASING THE ORGANIZATIONAL CREATIVITY

Generally, organizational creativity boosting mechanisms can be divided into two individual and organizational categories which are explained below.

A. The strategy of converting an organization into a learning organization

Learning organization is a dynamic organization, an organization that has an unstable relationship with its environment and every moment comes to equilibrium, it has a lifetime curve with several

ascending turning points that have no decline. In learning organizations individuals increase their abilities continually to achieve the desired results. Learning organization takes over and manages all intellectual power, knowledge and experience of the organization to make changes and continuous improvement for development (Englehardt and Simmons, 2002). For training and upgrading it should be transformed in the following dimensions:

- Structures: there should be structures that based on them the knowledge and learning are shared on the whole organization level.
- Design of adaptability mechanism
- Benchmarking (Argote, 2012)

1) The strategy of creating an organizational creativity culture

Organizational structure and culture should support creativity management system in the organization. An organizational culture in which creativity and innovation are considered to be a value is one of the leading dimensions of knowledge management and creativity. The culture is shared by members of the organization. Organization values, unwritten rules and executive procedures constitute knowledge cultural resources. Organizational culture content can be strengthened by the organizational guidelines, working methods and computers. One of the mechanisms of enhancing creativity is that creativity is considered a value in organization and become cultural idea. Strengthening the culture of creativity makes it easy to create a creative context that brings innovation and after a while employees become easy innovators; such individuals with their characteristics contribute to organizational globalization (Caniëls and Rietzschel, 2013).

2) The strategy of accepting failure in the organization

In Dell Company innovation is risk taking and learning from mistakes. In order to achieve a good level of innovation, people shouldn't be afraid of failure and they should do different tests. Creating a culture in which people are not afraid of failure requires quitting traditional ideas regarding personal competition. The leaders who welcome failures encourage cooperation because they know that it is the main and real path to innovation. They consider cooperation as the best means to stimulate the power of visualization and the imagination of employees, who are not typically involved, but they may have valuable and innovative ideas and since such people do not feel the need to win, they are not successful among

colleagues who play final winner game. Therefore in order to promote creativity it is necessary that the organization considers failure as the introduction of production of new ideas and ensure the employees that they are not blamed for failure (Cherry et al., 2017).

3) Strategy of changing point of view, managing creative people

We can't use organizational creativity power by ordinary rules and principles and it is necessary that the view of management and leadership changes to creative people; it means that creative people need a specific type of management for creating ideas.

- A typical management perspective on employees:
 - ✓ Staff as servants
 - ✓ Blaming employees for their failure
 - ✓ Planning for employees
 - ✓ Strengthening the workload of the staff
 - ✓ Work in the field of rules and regulations
- Creative management perspective:
 - ✓ Staff as the source of the idea
 - ✓ Welcoming the failure of staff idea
 - ✓ Independence in the work
 - ✓ Employees are the source of gaining competitive advantage
 - ✓ Work in trust space

B. Individual creativity enhancement strategies

1. Creating a perspective to achieve what you want.
2. Developing basic skills to enter the intended field
3. Provide an environment where there are many opportunities to choose
4. Developing optimistic beliefs in yourself
5. Creating an environment that encourages curiosity and exploration. It means practicing extensive observation, extending the focus of attention to the outside world and inner thoughts of the outer world, becoming surprised of the vast range of things you see.

VII. CHANGE IN MANAGEMENT

Change in management is a must. Managers who try to achieve bigger goals and advancements, they must make a significant difference in their thoughts and feelings and necessarily in their organizations.

The factors of fear of change in the management

- Fear of ending their business cycle due to technology advancement and the death of many businesses
- Fear of organizational startup
- Fear of starting a new business
- Fear of assigning things to others without direct supervision
- Fear of acting differently
- Fear of arrival of young and inexperienced staff

While this change does not mean a change in an organization, it means changing morality, thinking, performance and even the mentality of a manager.

VIII. CONCLUSION

Creativity as a potion of innovation and gaining competitive advantage has an important place in leading organizations because it is a shortcut in gaining competitive advantage, profitability and environmental compatibility. Accordingly organizations design and implement different mechanisms for the development of organizational and individual creativity.

Once we can be a successful, creative entrepreneur that we know creativity, risk taking, power of organization, decision-making power, coaching, excitement, team building.

The presence in the real environment, the use of every 5 senses and experiences creates the adventurer manager. Adventurer manager is the one that his managerial skills become his behavioral style. In other words adventurer manager is the one that manage the crisis in risky and difficult conditions. If the managers do not complete these courses, they can't control it and do it in real-world environments. As a result internalizing management art and skill requires training and practicing managerial points in real crisis conditions.

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