



# Managing creative people

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# Qualities of creatives

- Easily bored
- Often introverts
- Balk at dictators
- Independent
- Nonconformists
- Experts
- Curious
- Like problem-solving/challenges
- Risk takers
- Patient
- Constructive
- Optimistic
- Not judgmental
- Enjoy the journey
- Flexible
- Concentrate
- Excited
- Smart, yet naïve
- Sensitive
- Perfectionists



# Qualities of managers

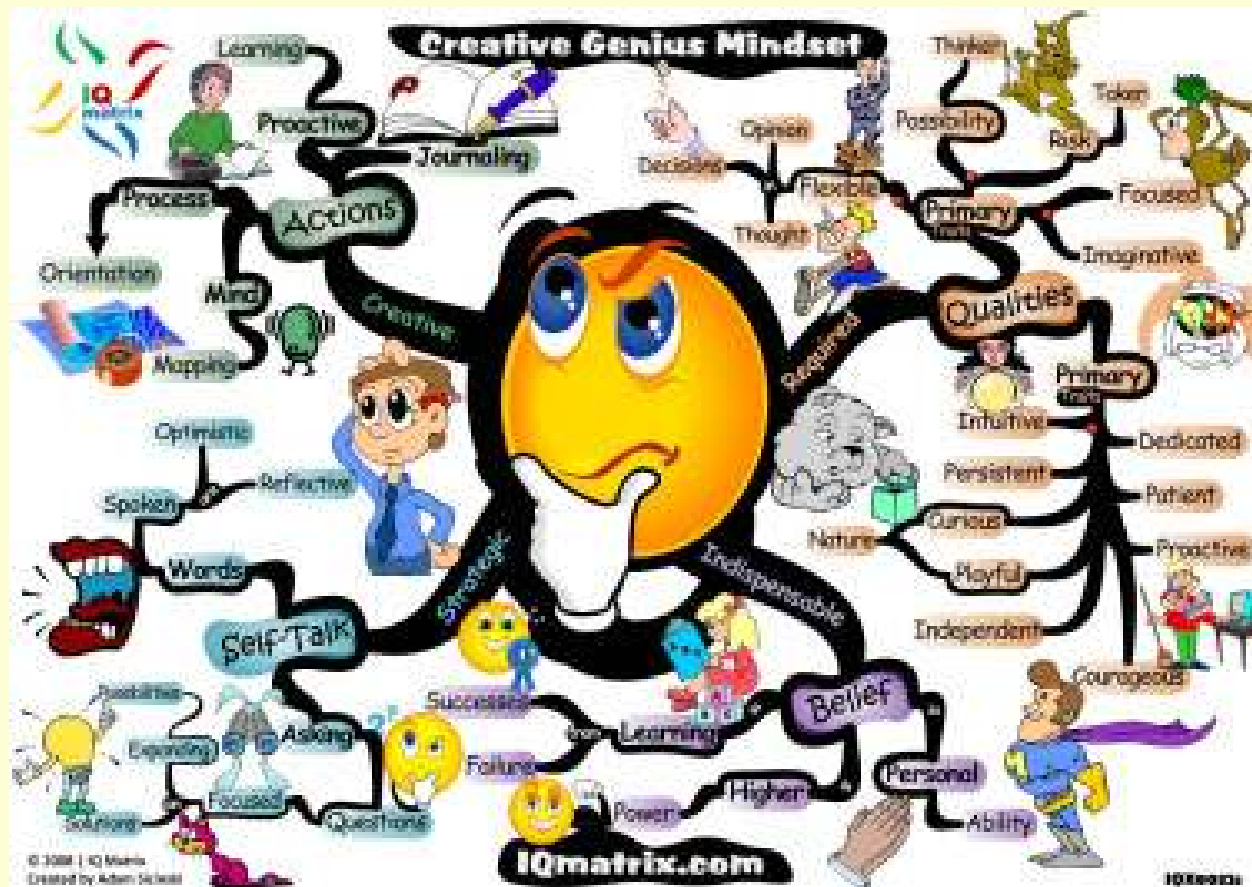
- Risk-averse
- Impatient
- Focused on results
- Inflexible
- Multi-taskers
- Smart, not naïve
- Less sensitive
- Perfectionists
- Introverts or extroverts
- Dictatorial
- Team players
- Conformists
- Experts
- Frustrated by problems
- Task oriented

# Why we love creatives

- Our future depends on them.




# What they want and how we can give it to them





# Own timeframe

- Need structure to maintain focus
  - Outline clear activities, deadlines, goals
  - Let them establish structure
  - Discuss verbally, follow up with highlights in print
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# Little supervision



- Once you've set a structure, give them space to work within it in their own way
- Build updates into your structure
- Always ask open-ended questions

# Complex problems


- Give creatives your toughest problems
- Dare them to solve them
- Don't provide solution with the problem








# Introverts?

- Most are introverts but exhibit qualities of extroverts
  - They operate within their heads, draw satisfaction internally
  - Also engaging and interact with others
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# Praise

- You must praise in public and in private
  - Criticism often heard as attack
  - Your criticism rarely as harsh as their own
  - Praise the process
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# Summary

- Open doors instead of closing them, and creatives will often exceed your expectations
  - Realize that your personality styles may be in conflict
  - Give them open-ended direction
  - Put criticisms in the form of open-ended questions
  - Praise the process and the result
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# Final thought

Identify your creative people  
and get out of their way.

