

# 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

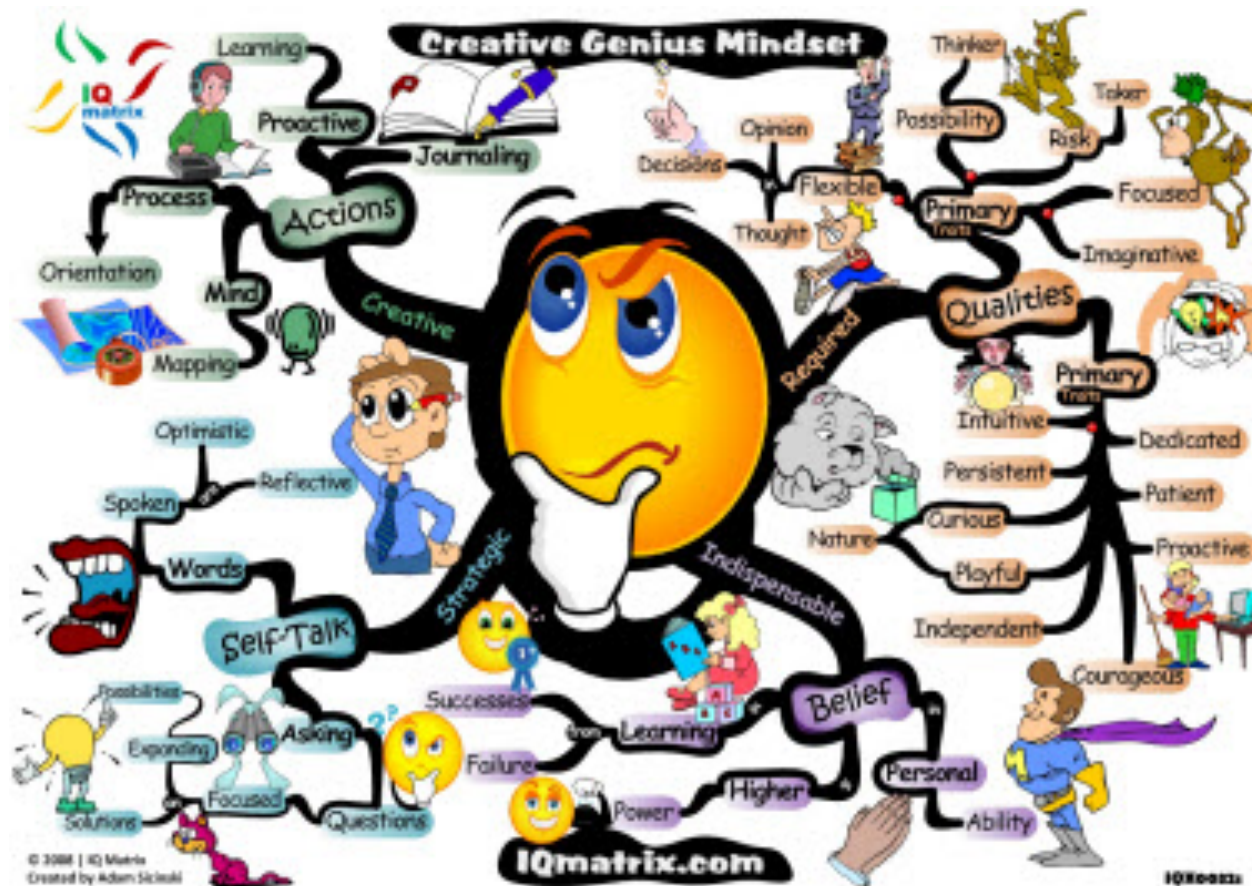
# Qualities of managers

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

# Why we love creatives

- Our future depends on them, so don't beat creativity out of 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

# 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

# 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

# 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

# Final thought



Identify your creative people and get out of their way.