



DEVELOPMENT OF CREATIVE THINKING AND CREATIVE MANAGEMENT OF SOCIETY

Farzod Kholmurodov Shukhrat ugli,

Tilavqulova Nigina Raxmatullo qizi,

Alimova Mahliyo Tojiddin qizi

Students of "Silk Road" International University of Tourism and
Cultural Heritage

Annotation

This article describes ways to develop creative thinking and creative management in society. Also, the article reflects the content of the concepts of competence, creativity, creative thinking, motivation, innovation, and the effect of their effective use on the development of the enterprise and the country.

Keywords: competence, creativity, creative thinking, innovation, SWOT analysis, creative management

Important features of creative work are that this work also requires the internal motivation of a person, knowledge and experience, and in modern conditions is largely a team character.

There is no single definition of creative thinking, but we believe that such a formulation fits best: creative thinking is the ability to come up with a number of unusual, interesting ideas and then use these ideas for a specific result - creating a new product, service or improving existing processes. Creative thinking is especially relevant for agile teams, marketers, designers, HR directors, and business partners.

Creative thinking is not the chaos and unpredictability that creative people are often associated with. On the contrary, it helps to build and systematize the process of idea generation. Most techniques are based on 4 stages:

Preparation - first we formulate the goal/goal/problem, collect information about the product, study the indicators, conduct interviews and try to formulate a hypothesis if it is needed.

Incubation - the maturation of an idea. Based on past experience or materials collected during the preparation phase, our idea is already beginning to



emerge. At the same time, at this stage, participants often begin to resist, when they want to get away from the problem, pretend that it does not exist.

Generation of ideas - only in the third stage does the creative part begin, when we are looking for unusual ideas. At this time, the participants "light up" and begin to generate one idea after another. The main thing here is not to criticize ideas prematurely.

Verification - we need to verify our achievements, test hypotheses and see how quickly we will come to the desired result and the originally set goal. I think this is the most important step.

At present, the following basic conditions for a creative solution of a problem are distinguished: knowledge, experience, work, the ability to think creatively, personal motivation.

Creative thinking requires self-confidence, activity and leadership, the ability to take risks. Creativity depends on such qualities as: ingenuity, the ability to find solutions based on new thinking, the ability to look at a problem from different and new angles, an interest in experimentation, the ability to reflect and continuously learn, the ability to come up with new ideas again and again. Creative people always seek to reconsider existing procedures and stereotypes, operate with future scenarios, consider various inventions and their consequences. They look for commonalities in what seemed incomparable, create unexpected combinations, in which lies the key to solving the problem.

In essence, creative, creative activity destroys existing stereotypes.

Creativity relies on applied imagination, intelligence, ingenuity and self-learning. T.M.Amaistyle identifies three necessary elements for creativity:

- a) competence: knowledge, skills, experience;
- b) creative thinking: flexibility, ingenuity and perseverance in finding a solution, using creative thinking methods;
- c) motivation: internal - personal interest in solving the problem, the desire for self-realization and the application of one's knowledge, and external - material incentives and promotions. At the same time, intrinsic motivation plays a more important role for creativity.

In modern conditions, innovative ideas have ceased to be the lot of individuals, but have become the result of the collective work of groups of specialists. When developing new products, marketers, designers, designers, technologists,



engineers, economists, sales specialists, consumers, suppliers, subcontractors work together.

The main elements of management of such creative groups are:

- formulation of the problem;
- formation of a working group;
- planning and distribution of tasks;
- resources;
- the freedom of action;
- encouragement;
- organizational support;
- the right to make a mistake;
- respect for partners' opinions.

As experience shows, for the successful work of such groups, they must be formed not only from people of different professions that can affect the result, but also from different cognitive preferences or thinking styles (right- and left-brained). At the same time, the head of the group must clearly understand both his cognitive preference and his employees and use it correctly [94].

When working with creative teams, it is necessary to allocate time for two stages: divergent, when various options for solving the problem are formulated, and convergent, when a compromise is worked out and the best solution is chosen.

Two approaches are currently used in the development of innovations:

- a) traditional or analytical, when innovation is considered as a project;
- b) interpretive, when innovation is seen as a continuous process.

In an innovative economy, the development of new products should be considered not as separate projects, but as continuous processes. The task is not to determine the final image of the product, but to simultaneously shape and satisfy the needs of consumers.

Interpretive managers do not strive for completion, but for the continuous development of the innovation process.

Under these conditions, the methods and technologies of creative thinking and creative management for the collective search for new ideas play an extremely important role in solving innovative problems and tasks. These methods can be divided into two parts. Oriented:



- on the external environment (external target audiences);
- on the internal environment (staff) of the enterprise.

The confident production of new products and ideas that provide a competitive advantage in the global market requires specific technologies.

These technologies now belong to a new area of management called “creative management”.

Methods focused on the external environment of the enterprise are all methods of marketing research related to the collection of primary information about the market:

- questioning of consumers, customers, distributors, other intermediaries, suppliers;
- expert assessments of specialists;
- SWOT analysis;
- focus group method;
- marketing experiments and observations.

These methods should stimulate the formation of new ideas among respondents and developers that contribute to the development of the enterprise, its products, the economy and society as a whole.

Methods focused on the personnel of the enterprise are aimed at generating new ideas from specialists at the pre-project and design stages of the innovation cycle.

With some degree of conventionality, they can be divided into three groups:

- a) Methods of psychological activation of thinking.
- b) Methods of systematic search.
- c) Directed search methods.

The methods of psychological activation of thinking include: brainstorming, reverse brainstorming, shipboard advice, analogies, a conference of ideas.

Systematized search methods include: checklists, RBC operator, morphological analysis, functional analysis, Matchett's functional design method, focus object method, association and metaphor garland method, multiple sequential classification method, optimal form synthesis method.

Directed search methods include: functional cost analysis (FCA), functional-physical method of search design by R. Kohler, theory and algorithm for solving inventive problems by G.S.Altshuller (TRIZ and ARIZ). “At the same time, each



of the methods aims to facilitate the search for solutions to creative problems in comparison with the “trial and error” method that a person usually uses.

The expediency of applying a method belonging to a particular group depends on the complexity of the problem being solved.

Creativity is now becoming the main source of economic value.

Intellectual property is replacing such resources as land, labor, capital as the most valuable economic resource.

As R. Florida notes, a necessary condition for the creativity of a society is the provision of social conditions for its development, including artistic and cultural creativity, the construction and development of civil society, etc. It is public and economic institutions that contribute to or hinder the manifestation of creativity in various fields.

As the experience of the development of human civilization shows, the most favorable conditions for creative thinking are created when there are three main elements in society - humanism, liberalism and democracy.

Creative management in developed countries has become an integral part of innovation management and is carried out at the pre-project stage of the innovation process.

In the field of creative management, a certain methodology, theory and an effective system of methods for achieving its goals have already been formed.

A. Osborne's book "Guided Imagination", which outlines one of the main methods for generating new ideas, has been published many times in the United States and is still one of the main textbooks on the development of creative abilities in various fields of activity.

Almost all Western and Japanese firms use creative management methods in their practice, which has now become one of the most important factors in the rapid innovative development of countries, regions, industries and enterprises.

This indicates the need to apply and develop methods of creative thinking and management in order to increase efficiency and accelerate innovative development in various fields and at various levels of the economy and society.

It is necessary to teach methods of creative management and creative thinking to students and professionals, as well as to form creative thinking in children in secondary school and preschool institutions, i.e. the ability to form new meaningful forms by synthesizing heterogeneous elements.



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