

# Creative teams and creative conflicts

Business



School: CREATIVE TEAMS AND CREATIVE CONFLICTS Lecturer: CREATIVE TEAMS AND CREATIVE CONFLICTS

The diversity and differences that exist between us as people have its good and bad effects on organizational growth and management. Clearly, if we were all marketers, the work of the human resource manager would have been left undone. This means that diversity and differences are necessary (Puccio, 2006). But in attempting to use their differences in their creative thinking styles, the creative team that was expected to be the answer to their organization's future and success got stuck with conflict. The major barrier that faced the team was inability to agree to disagree, and also to adequately accommodate each other's different creative thinking style. In such a situation, Puccio, Mance and Murdock (2011) note that organizational conflicts may be very common. Despite the differences in creative thinking styles, the group could improve their process by following these three principles. In the first place, the group should have talked about their unique differences to create a sense of identity among each other. This is because where there is an understanding of identities it is easier to accommodate other people (Grivas and Puccio, 2012). Secondly, based on the differences in identities, the group should have broken their job down into tasks and assigned compatible thinkers to different jobs. Finally, the group should have had a standby conflict resolution team that would have been responsible for managing all conflicts from the very onset that they showed up. In the future, it is expected that the process would be approached differently so as to lead to group success. For instance if I was in charge of leadership, I would have used the strategic accommodation skill to ensure that each person appreciated the place of the other person in the collective realization of the organizational goal (Prichard, <https://assignbuster.com/creative-teams-and-creative-conflicts/>)

n. d.).

## References

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