



## 5 Benefits Of Hiring Creative Employees

October 30, 2013 by Joshua Turner

Uncertain economic conditions have prompted organizations to rethink their hiring process and attract top talent. In their quest to find the best candidates, most organizations have now realized that they have to look beyond academic qualifications and experience. They are scouting for people who can not only complete their job at hand but also bring new perspectives to the table. Sharp thinkers and proactive resources are, therefore, in demand today as they can help a company grow in the right direction.

Here are some ways in which employers can benefit from hiring creative employees who think outside the box:

### 1. Creativity Brings New Solutions For Difficult Problems

In today's highly competitive landscape, companies need to stay one step ahead to win the trust and confidence of their customers. Moreover with customers becoming more demanding, companies need to come up with innovative solutions for complex challenges. A simple way to deal with this problem is to hire creative thinkers who can think outside the box and suggest better solutions. Over the years, creative thinkers like Steve Jobs and Bill Gates have revolutionized technology with their innovative solutions. By hiring creative people, companies across industries can find solutions to difficult problems.

### 2. Creative People Find New Opportunities

By thinking differently, creative employees help organizations find new opportunities to grow. As creative employees do not believe in simply doing what they are asked to do, they show more commitment and proactivity in exploring other opportunities.

In doing so, they exceed expectations and take up jobs with greater passion. For most companies today, the biggest challenge is to identify the right opportunities and leverage them for good returns. Creative employees can be a great asset to address this challenge and explore potential areas of growth.

### **3. Creative Thinkers Ask Questions Before The Customers Do**

For most managers, a big challenge is to elicit honest response from his/her team members. Even if the team members are honest in their assessment, it is not uncommon to find people who do not spend too much time on thinking and minutely evaluating everything.

With creative team members on board, managers can see a paradigm shift in how the process works and the way in which they share their thoughts. Creative people think from different perspectives and ask questions that can be quite pertinent from a customer's point of view. Answering those questions is important to satisfy customers and grow business.

### **4. Creative Employees Have A Broader Outlook And Approach**

Unlike analytical thinkers who have a set way of doing things, analyzing situations and arriving at conclusions, creative employees have a broader approach. No two creative employees will react to a situation in the same way. Therefore, their approaches will be different from one another. Different approaches bring new solutions to problems and enable organizations to respond to challenging situations. Moreover, their creative bent of mind can open up several unobserved issues and opportunities for the organization to look into.

### **5. Creativity Ushers Enthusiasm To Learn**

With the business scenario becoming more dynamic, there is no room for rigidity. Companies need flexible employees who have the enthusiasm to take up new challenges and explore different opportunities. Creative employees respond well to change. They do not shudder when they have to try something different, which can be a great boost for an organization that wants to manage costs and build leaders from within its workforce.

Investing in the career growth of a creative professional is a rewarding experience for the organization today. It is, particularly, beneficial for companies that lack the drive and confidence to reach out to customers. Creative thinkers can change things for the better and take the company to newer heights.