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Now more than ever, creative thinking should take over the functional organization. Yet, it appears it is still the other way around. "Do things right or do things different?" Undoubtedly, the Cosmos has moved on when the latter was stimulated, when all of a sudden things have turned around and were approached unusually, oddly, abnormally. And, this is the definition of the new, of the innovative, being the noble outcome of creative thinking: something that comes into existence or in use for the first time, or not seen or done before. This is what has been the so-called achievement and the triumph, the one once admired because it created substance and added value. This is the lost Atlantis!

The socioeconomic happenings of the last half a decade or so have evolved in such a way forcing us to abstain from creative thinking. I would dare to say that in some instances organizational creative thinking becomes even an anathema. It is "unwanted" or "dangerous". Things now are focused on stringent rules and regulations.

¹ Until 31.12.2014

From a different angle

Creative thinking - The lost Atlantis!

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And robotic interpretations of such rules and regulations have taken over the norm and are becoming the "right" discipline. This is now the context! This highlights the boarder lines. It defines the box! But then doesn't creative thinking start when thinking itself jumps out of the box – literally I say? Accordingly and if so, to claim creative thinking as still the norm becomes an oxymoron schema! What's wrong with this picture? Is it a matter of choice between regulation and creative approach? Is it a debate between the technocrats and the market creators? Rather I would say it is currently a matter of balance or better imbalance where the "what is right" has really outlawed the "what is different".

So, first things first: Recognize and then Change! Change in order to retrieve the lost competitiveness. And Change requires one to look things on a daily basis from a fresh perspective. But this is a matter of organizational (and personal) culture. Seeking from another angle the unorthodox, or the different solution, has to do with the environment of the organization and the air that flows in it. If not there, embed the differing judgment as a bucket of creative thinking. It keeps on generating the different perspective and the alternative angle. And it can be done only when elasticity in thought is allowed. That is why a lot of good ideas or the solutions to the difficult problems are generated in the shower, at a soccer game or even at the most relaxing stages of ones self – ultimately and not surprisingly when sleeping. When even the unconscious mind takes over and works on its own productive flexible way.

Banks, as any other organization with no exception, should review and adjust their style in order to regain their glamour, and adaptation calls for a change, which in turn should take place after a constant sniff of the environment as stated already. And in order to reposition themselves in the

nucleus of the economic activity and drive growth, they should find a new-fresh-alternative way to do things apart from the strict technocratic methodology of the latest years. That is why creative thinking should be re-embedded in the organizational culture, and through empowerment of the structures to eventually:

- Reestablish an effective contact with the society and its greater environment. A new communication process that will allow rebuilding trust and confidence. It is not only a must but a prerequisite for a fresh cyclical relationship of give and take to fuel development and growth
- Suggest a new consultational partnership when it comes to lending/fundraising relationship on a constructive project basis. Banks possess those transferable skills that can supplement or support entrepreneurship and private business initiative in a fundamentally solid foundation. Such a relationship leads to a mutually benefited economic growth.
- Redefine the service offering to the society apart from the strict banking service. A bank should recognize that, specialized knowledge and information should arm the factors of economic activity to act and decide in wisdom and full conscious. Likewise, banks should rethink their model and consider whether they can be the one-stop shop connecting the dots from A to Z. Banks are eligible to become the temples of knowledge and information, shouldn't they?

Innovation has been the foundation of the successful civilization. It has been the cornerstone of entrepreneurship. But innovation is basically the result...it's the outcome of creative thinking. Let's make a call for Lateral Thinking and lead the organization to innovations, to the new, to different, to change, to the new frontier, to... growth.

Creative thinking pays off!