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**POLITICAL SCIENCE**

**CREATIVITY AND INNOVATION**



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**I.** Introduction

**The progress of the Creativity and Innovation assignment, focused on the Chapter one**

**and two of the course and link to the homework questionaries.**

**The development of the monography ideas, based on the academic criteria requirement**

**in every assignment.**

1. **Define the organizational DNA code and discuss,**

**the influence of organization DNA on innovation performance and apply it within your**

**company.**

**The organization DNA code develops the specific connection for the efficient**

**organization, and become important elements to functioning the infrastructure of**

**organization. The organization DNA code, using by many organization leaders worldwide,**

**link** **to principal resources of structure, decision right, motivators and information.**

**The scientist points out, the four basic elements as a kye point to shape up the**

**organization needs, and consider as the right medication to treat the organization health**

**for better, in business administration and organization activity.**

**The essential progress of the structure, described as the first priority elements in**

**organization, it deals the resources of the directive organization, the establishment,**

**Finance, employees, business objective and the legal system of the State.**

**The directive is the kye point and very important to guide the organization from the top**

**level to the final section of the business organization. The directive depends on the**

**objective of operationalization of the business organization, the directive is the leader of**

**the business and the head of the organization, qualified with administration knowledge,**

**finance to helps the organization growth by paying the staffs, buy administration**

**2**

**equipment’s, set up the budget to make profit, and fulfil government legal system order**

**in relation with tax requirement for the business.**

**The directive has the authority to forms the business organization needs, selected the**

**qualified candidate to lead any the department of the organization, point out the good**

**Management to organized the internal organization and evaluated the needs of every**

**section, the supervision team, the training of the new staff, health and safety team in the**

**organization, and able to developed the business with external business organization.**

**The establishment is one of the principals, and the very basic in the business development,**

**the establishment play important role to shape up business concentration for activity,**

**provides balance to acquire staffs and mind set for the production for domestic and**

**international requirement.**

**The establishment involved the basic needs, such as the Reception, Main office for every**

**Management duty, first aid room, Production area or Central production activity, the**

**training room, Canteen, Fire emergency exit, Car parking, Loading Bay line and public**

**toilet for daily use.**

**The establishment from one country to another are different based on the circumstances,**

**quality physic development, legal system. Most of the Country in Europe, every business**

**development must have followed the legal system of insurance procedure and passed the**

**custom inspection system to proceed the any business activity in the establishment.**

**The custom procedure applied for all business establishment owner is different, link to**

**the location outside the city or in the city, and it require intensive inspection very two or**

**three times a year with different organization, based on the business activity.**

**Finance is essential resource to continue projected the idea and secure the process of the**

**business to focus on profit development, pay the staffs, pay the tax, based on the level of**

**the business organization, recognized by the State to run business activity.**

**3**

**The finance helps the business organization to develop and speculate the profit in all**

**levels of needs, set up the wages of Management based on the qualification require by**

**the Chief Executive Officer – CEO, the wages of every employee and technician require by**

**directive of the organization. With the finance, can arrange the needs of the business**

**administration equipment, renew the facilities of the establishment for the progress of**

**the organization for the condition of all workforce activity.**

**The business organization in modern time, deal with sophisticated technology and require**

**good finance to acquire, such new relies computing, and other software for security**

**system of the establishment, ergonomic equipment.**

**The employee is essential for the organization activity, link to the main production of**

**business development, such as news paper industry require, various staffs from**

**interviewed crew, camera crew, the redaction, processing the news and printing**

**processing. Each section requires the qualified employee or the right candidate to**

**developed the business organization, the numbers of employee depend on the needs of**

**the Management requirement decision for the production quantity.**

**The qualified employee important to facilitate the process of business organization**

**production, and to provides the training for the new staff, if the organization need to**

**increase the business activity.**

**The business objective, rely on the principal interest in creating job activity to helps people**

**to organized their own family and personal needs. On the other hand, make profit for the**

**organization, develop the link of business in domestic level and cooperate with the multi**

**business organization with principal purpose to buy and sale the product, based on the**

**interest of each business organization.**

**4**

**Promote the business organization activity, in high performance standard to join multi**

**business group to increase the development productivity, promote the product of the**

**organization to gain the market demand and costumer interest worldwide.**

**The progress of the business organization, helps the State to tackle the unemployment,**

**incentive the small business organization to develop their own, provide job training based**

**on the organization policy with a certain agreement of time.**

**The legal system of the State, provides the protection for the business organization**

**against any interfering issue, and require the organization to follow the basic rule of the**

**State to avoid misconduct the business organization activity.**

**The legal system controls the organization to fulfil the regulation between the State and**

**organization, and the regulation of the Organization with the all employees to functioning**

**the business organization, based on the promotion level or position in the organization.**

**The legal system is very important in any activity of the organization to gain the freedom**

**to develop the business activity**

**Decision right is a principal in organization OrgDNA, link to the leadership performance**

**to lead the business organization, make the decision for the organization interest,**

**resolving the organization needs to developed the activity with effective, save the**

**spending cost in the right direction, based on the countability procedure.**

**Decision right described as the key point in DNA organization, it applied for any**

**organization, in personal interest, group and most important in multi business**

**development and army institution. Decision right applied for official occasion and**

**informal occasion, such as in daily life in the society, people deal with activity, take a**

**decision explain the right idea to make a change in the society life style, make a decision**

**to join the political party.**

**5**

**The progress of the organization, require good leadership with progressive knowledge to**

**make a decision for every important project of the needs of the Institution.**

**Motivators described the encouragement knowledge in the organization, team work and**

**individual that conducted the job activity in the process of production development.**

**The Management boarder and the Chief Executive Officer – CEO, as the authority of the**

**organization, point out the right person to assist the progress of job activity in every**

**section, link with the workforce in daily basis, provides extra assistance to the employees**

**to follow the procedure with efficient to avoid accident or breaches health and safety**

**instruction that caused the risk in the work environment.**

**The official person points out by Management board, as the organization motivator,**

**should have the ability to motivate the employees with professional manner, based on**

**the counselling procedure to increase the employee motivation in every aspect of job**

**activity offer by business organization Management.**

**The motivator, provides the clear information, based on the circumstances face by the**

**employee, identified the cause, and assist with constructive mechanism of motivation to**

**help out from the problem in the workforce environment.**

**The small and big organization, require the qualified person to deal busy work**

**environment to avoid the pressure and handle the job with confidence, the same in army**

**institution need the qualified counselling to work with new recruitment army.**

**Information is important in the organization development, essential in organization DNA**

**to promote the organization interest in domestic level and international, link to every**

**project implemented by the organization to the outside world to gain the profit.**

**The information in organization categorizes in two main sources, the internal information**

**and external information.**

**6**

**The internal information, link to every essential process preparation to completed the**

**organization needs, the regulation is containing the principal information to direct the**

**staffs in job activity, provides the basic rules of the organization, the information to deal**

**with new programs in job environment, such internet programs for the business organization.**

**The external information, brings the organization to deal with external business**

**organization relationship, promote the organization activity to attract the external**

**attention to developed business relation interest, exchange the information to share**

**important experience in business organization mechanism, link to the technology**

**development and ergonomic.**

**The information connected the business organization to the public media, by introduce**

**the organization through the radio, TV and news papers to advertised the organization**

**profile, jobs vacancies.**

**The medium and high performance of business organization require, the development**

**knowledge to deal with speed, transparence and accountability. These three categories**

**have a constructive impact on organization progress, influence the business organization**

**growth in domestic and international level.**

**The speed projected the organization performance in the good direction, in every aspect**

**of development, decision making, competitiveness to gain the positive outcome for**

**business organization, created the opportunities for the market with the right decision of**

**organization business implementation.**

**The transparence, described as the qualitative point of view for the organization activity,**

**shows the ability of Management boards leads the business organization in transparence**

**vision and position to projected every function to work out with the plans.**

**7**

**The management share the common view for the organization interest to avoid the**

**negative impediment progress, and provides the sense of constructive behavior to put**

**the organization visibility in the society, domestic and international level.**

**The constructive behavior contributed to keep organization in a good shape of**

**performance, and priorities the flows of organization activity, based on DNA organization**

**requirement and the visibility of every potential objective achievement.**

**The accountability is the connectivity mechanism to evaluate the previous progress and**

**the present, link the decision making for a certain activity of organization to make a good**

**progress and provides advantages for any innovation applied in organization.**

**Established the ties commitment to achieved the goal of organization, link every**

**important section together, as one unit in the organization to certified the accountability**

**requirement, based on the decision right and implementation.**

1. **Define Innovation Management and discuss, Management Fashion and**

**Management Firm Performance and apply it within your Company.**

**Management Innovation described as, the reintegration process of new invention of**

**ideas, techniques and the infrastructure framework into organization activity.**

**The process of the reintegration of new ideas provides the organization the essential**

**changes, link to the services, product, business style, the activity and strategy.**

**The services, may deal with the facilities to developed the organization needs, from**

**Management, establishment, the qualifying staffs to assist the progress of organization,**

**in relation with the business activity. The product is essential profit speculation to gain**

**more benefit, fulfil the organization objective to increase the productivity, and extended**

**the business activity with other organization, facilitate the service to the public society.**

**8**

**The business style, described the various activity connected to the development of**

**business in the technology service, and depends on the Management organization**

**decision to implemented for their interest. The business style in the progress of**

**technology helps the business organization owners in efficient way, and increase the**

**productivity, such as using the internet to work from home, use the new software**

**technology to operates the machinery and increase the quantity of productivity.**

**Activity and strategy, link the management interest in developing the business**

**organization activity in daily basis. The activity covers the hierarchy personalities duty in**

**the organization, Management and the involvement of employees to deal with business**

**productivity and the services draw by Management board to operate in the organization**

**plan. The strategic of Management board on business organization to gain the profit and**

**provides the services for the society, in domestic and international, as the progress made**

**by the organization team, based on the legal system of the government.**

**There are three components may contribute to developed or made progress for**

**innovation and management, 1. Process 2. People 3. Technology.**

**The process, connected to the principal ideas to projected the changes needed to sustain**

**every strategic plan, and evaluate the major advantage to prove every aspect of**

**innovation in positive perspective and useful for business activity. The People is the key**

**resources to stir every course of innovation for the progress of Management duty, link to**

**the academic knowledge, expertise from the top levels management to the basic level of**

**business activity that matched with the requirement skills and task.**

**Technology is the important contribution to develop Management needs in the business**

**organization and business activity to achieved the objective.**

**9**

**The technology accelerated the progress of business organization and administration**

**activity, facilitate the productivity of consuming time, and provides the productive**

**assistance for every qualified person to develop the business organization needs, based**

**on the sophisticated software, programs in specific requirement of business.**

**The three kyes aspects part of the strategic development in the business organization and**

**connected to the Management fashion and Management firm performance, as the**

**constructive mechanism to stir the Company activity.**

**Management Fashion connected with wide range of ideas to incentive the creativity and**

**introduces new brand of productivity link to the market competition failure, its projected**

**the central attention to the internal and external strategic plans of Management Board**

**responsibility to evaluate the users needs and the suppliers as the constructive interaction**

**of the business. It may deal with Management fashion to developed the wide range of**

**the business productivity of the Company.**

**Management Firm Performance is the progressive measure in business organization that**

**connected the Management innovation values to develop the productivity of the**

**Company to achieved the main objective to gain the profit. The expectation of**

**Management to improve the essential performance to bring the great impact to business**

**organization, permissibility of the impact of innovation to support the workforce**

**performance and the quality of the productivity.**

**10**

**II.** Conclusion

The organization DNA is important element to functioning the infrastructure organization,

based on the **principal resources of structure, decision right, motivators and information.**

**The three essential components of the organization, shape up the function of**

**organization, administration and business activity internally and externally to sustain the**

**growth, expand the business organization activity with efficiency. In the new era of**

**business activity, the Management ply a key role to develop the business productivity,**

**based on the Chief Executive Officer strategic plans to deal with the Company main**

**objective and interest to developed the business according to the essential procedures of**

**DNA organization point out by the scientist.**

The process of organization structure, techniques developed by a numbers of business

management scientist link to the technological innovation, such as Henderson & Clark

1990, Utterback 1994, Pisano 1996, Gallouj & Weinstein, Markides 1997, Hamel 1998.

The scientist exploring the forms of innovation, services of innovation and contributes to

the progress in high standard of systematic organization that leading to the success of

business Management.

III. Bibliography

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