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Creativity and problem solving for people management: Approaches from the Brian Tracy theory

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ABSTRACT

The purpose of this study is to describe creativity and problem-solving for people management from Brian Tracy's theory as part of the classroom project "Creativity and problem solving for people management," linking students in the framework of classroom processes that strengthen the didactic strategies used by the primary author teacher to ensure learning. With a post-positivist methodological approach, a hermeneutic method with a constructionist perspective, using as a technique and data analysis the interpretation of disciplinary documentary sources of the study variable, both classical and current. It is concluded that contemporary creative efforts by helping to identify problems, think clearly about them, and achieve results, have generated mechanical responses that invite human talent to be problem-solving due to the changing dynamics of the environment. The results show that ideas and skills are guided by creative thinking and developing vitality; these can be developed with practice and tools, and the more focused on solutions, the more integrating intelligence of knowledge and ideas develops.

KEY WORDS: Creativity, resources management, talent, business management.

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Creatividad y resolución de problemas para la gestión de personas: Aproximaciones desde la teoría de Brian Tracy

RESUMEN

El propósito de este estudio es describir la creatividad y resolución de problemas para la gestión de personas desde la teoría de Brian Tracy, como parte del proyecto de aula "Creatividad y resolución de problemas para la gestión de personas", vinculando a los estudiantes en el marco de procesos de aula que fortalezcan las estrategias didácticas que utiliza el profesor autor principal para el aseguramiento del aprendizaje. Con un enfoque metodológico post positivista, método hermenéutico con una perspectiva construccionista, utilizando como técnica y análisis de datos la interpretación de fuentes documentales disciplinares de la variable de estudio, tanto clásica como actuales. Se concluye que los esfuerzos creativos contemporáneos al ayudar a identificar problemas, pensar claramente sobre ellos y lograr resultados, han generado respuestas mecánicas que invitan al talento humano a ser resolutivo debido a las dinámicas cambiantes del entorno. Los resultados muestran que las ideas y habilidades se orientan por un pensamiento creativo; desarrollando vitalidad, estos pueden afianzarse con práctica y herramientas; en cuanto más se centre en las soluciones, más se gesta la inteligencia integradora de saberes e ideas.

PALABRAS CLAVE: Creatividad, gestión de recursos, talento, administración de empresas

Introduction

The human being is creative by nature, establishing an excellent potential for creation if used to the maximum; for this reason, every human being is obtaining skills that help generate new ideas and thus solve all kinds of problems for daily life to create strategies. These opportunities allow any business or life model to grow. Giving great importance to the power of innovation, achieving a tremendous social impact in organizations to be more competitive every day. Managing to establish great potential in the market, acquiring economic growth, impact on the brand and products, and feasibly allowing customer satisfaction.

Today it is considered that in each problem that arises, a possible solution is always valued, looking for a different way to benefit, turning it into opportunities, identifying strength and worldwide scope, and strengthening organizations. According to Flanagan (1958), creativity is shown by giving existence to something new; the essential thing here is the

previous non-existence of the previous idea or product. Creativity is based on evidence, inventing, or discovering a solution to a problem, and demonstrating exceptional qualities in solving it.

This is how creativity has evolved positively in Latin America and has become extremely important in people who work in fields where it is necessary to be innovative, have human talent with gifts, and have an entrepreneurial vision with the ability to be. Creativity in Latin America has been of great help, any problem that arises has become inexhaustible, and over time it has improved, establishing that people have become more extroverted, imaginative, and idealistic. For Hernández-Pacheco (2017), creativity is an inexhaustible resource of Latin America and the Caribbean; it is projected as an innovation engine that contributes to diversification as a necessary tool for a globally competitive economy based on knowledge and its transfer.

Around the contributions of Tracy (2018), it is possible to detect that since the emergence of the theory of creativity and problem solving, different negative factors have been detected when talking about it, reflected as a too strict rule, since they are not clear about that deals with this. They are focused on unfavorable terms, encouraging the fear of failure, prejudice, stress, and work overload. That is why today, a broad effective process is involved from various information to make this method understood and in the same way from the hand of the author's theory. Leading to a positive orientation towards problems, detecting opportunities, and clearing the way of thinking and developing creativity, to demonstrate that this positively affects personally and organizationally. Given such considerations, the following question is formulated: What is creativity and problem-solving like from Brian Tracy's theory?

1. Conceptual referents

1.1. Creativity and problem-solving from Brian Tracy's theory

Both creativity and problem-solving are skills that help generate new ideas and thus solve all kinds of shortcomings or disruptive elements; as an entrepreneur or for the daily life of human talent, creating new ideas, strategies, and opportunities, allows any business to keep growing Tracy (2018), provides practical ideas on how to implement this exercise to increase creativity. This will help to contradict the problems that may arise in daily life when

wanting to increase innovation, looking for new problems, will proceed to new growth, stimulating a creative mentality in the staff through recognition, rewards, and environment.

Developing creativity and problem-solving skills can be learned and strengthened with practice. Most people are trapped in a comfort zone where they strive to maintain consistency with what they have done. or said in the past, well says a phrase from the book, "a foolish consistency is the elf of small minds." According to Tracy (2018), now, everyone is creative. Still, it is a natural and spontaneous characteristic of positive people with high self-esteem, which is why companies that create a positive work environment implement a constant flow of ideas from all staff and have more possibility of having creative people who solve or manage the world's problems.

In this regard, it can be said that human beings are creative by nature, being the potential for creation if it is used to the maximum; in addition, all this can be developed through practice and training, and people with less creativity can establish and develop a hostile environment. Around this, there are three (3) factors that can determine creativity, among these: past experiences, current situation, and self-image; for this, you must take all this into account to establish skills and creativity since it is considered essential for managing to achieve goals creatively and that bet on sustainability, under knowledge cells.

For Papalia et al. (2005), creativity and problem-solving establish the ability to observe new perspectives and then find original and effective solutions; For this, there are at least two (2) types of thinking related to problem-solving and creativity, divergent thinking (ability to discover new and original answers), and convergent thinking (ability to find a correct answer). These thoughts were also closely related to motivation, prior knowledge, learning, independence of character, and determination. For his part, Tracy (2018) has detected twenty-one (21) techniques to achieve creativity and, problem-solving, efficiency in organizations and in human daily life, where they are discarded according to their dimension and indicator:

These techniques and their premises make creativity and problem-solving variables of studies, subject to comprehensive decision-making, easy to apply and reach; their purpose is to have a combination of information to acquire a better perception, imagination, intuition, and disposition, adapting to changes in the environment, achieving you consider relevant

aspects that are obtained when applying creativity and problem solving. The following indicators and dimensions of creativity and problem solving are highlighted below:

Techniques	Premises
Primordial roots of creativity.	Everyone is creative, it is a natural and spontaneous characteristic of positive people with high self-esteem.
Three triggers for creativity.	Strongly desired goal, pressing problems, focused questions, and testing assumptions.
Brainstorm method.	Foster Mental Tool, Generate Twenty Responses, Act Immediately, and Ask to Stimulate Creativity: What are we trying to do? How are we trying to do it? What result or benefit do you want? Are there other ways to achieve desired goals or benefits?
Brainstorm: Unlock the power of your team.	Develop synergy and unlock the creativity of a group.
Optimism is the key.	Look for the valuable lesson and feed your mind.
Develop the qualities of genius.	Concentration, search for causal relationships, use a systematic method.
Mental stimulation exercises.	Quick list method, brutal questions, use the 80/20 rule, identify your favorite excuses.
Use your three minds to think.	The conscious mind, think slowly, think on paper, subconscious mind, superconscious mind, and integrate the three minds.
Practice two approaches to reflection.	Mechanical thinking, adaptive thinking.
Practice lateral thinking.	Reverse keywords, dominant idea, and fantasizing.
How does your mind work?	It's a wonderful engine, visual, auditory, it identifies your predominant style, it gives people information the way they like it.
Review of systematic problem solving.	Assume a logical solution, use positive language, expand the possibilities, and decide.
Practice default thinking.	Take a Knowing What I Now Know (SLQAS) analysis, three default areas of thought.
Face reality.	Zero growth situation, develop mental flexibility, courage is the key.
Don't let obstacles be a problem.	The rock in the road, focus on sales, the fragmented problem.

Techniques	Premises
The seven sources of innovation.	The unexpected event, inconsistency, creating need, changes in the structure of the industry, demographic changes, in values and perceptions, new knowledge.
Ten creative solutions to obsolete products.	Could you put your products or services to other uses? Could you adapt, copy, or emulate what someone else is doing to improve your products or services? Could you extend the product? Could you minimize it? How about a substitute? Could you combine your product with something else?
The principle of value engineering.	Evaluate the benefits of a new product.
Examine your ideas.	Efficiency, compatibility, do you like it? Is it simple?
Ask to stimulate creativity.	What are we trying to do? How are we trying to do it? What result or benefit do you want? Are there other ways to achieve our desired goals or benefits?
Troubleshooting in seven steps.	Define your problem clearly, in writing, read, research and gather information. Don't reinvent the wheel, let your subconscious work, take advantage of your dream, write it down, take action.

Table 1. Techniques to achieve creativity and problem solving according to Tracy (2018) Ramírez, Vergara, Morales y Lay, 2022.

For the identification of dimensions and indicators of creativity and problem solving, several aspects are considered, among these, the collection of information to identify the style and potential of people who must be creative and to be able to solve it. Obtaining the capacity for investigation, discernment, and precision when expressing oneself, having empathy to perceive nearby problems, and above all, that this person can be productive or have the quality to solve the concerns presented.

It is noteworthy that creativity and problem-solving manage to maintain a positive impact today, it helps both in the daily life of people and in the functionality or exercise of work activities in organizations, facilitating the generation of new ideas, a holistic vision from the rational, problem-solving, learning, and self-learning capabilities, making it look like a self-management tool and strategy.

Dimensions	Indicators
Flexibility	Ability to adopt sudden or situational changes that arise.
Mental opening	Maturity to face challenges, obstacles and how to solve them looking for the favorable alternative.
Analysis	Ability to differentiate and distinguish problems that arise.
Wow factor	Circumstantial element that causes favorable or unfavorable reactions.
Communication	Ability to transmit information from person to person.
Productivity	Ability to generate significant and distinctive value that can be qualified.
Sensitivity to problems	Willingness to identify all kinds of problems and find solutions.
Creative performance	Function to generate ideas and dedication, to respond to the environment.

Table 2. Dimensions and indicators of creativity and problem-solving.

Ramírez, Vergara, Morales y Lay, 2022.

1.2. Creativity and problem-solving empowerment and development of human talent skills

Today it is common to find a general trend worldwide to talk about human talent or human capital, understanding human beings as people who have value, recognizing their training, personal skills, and their application to various situations; this means that over time this value increases, this is how human talent is currently perceived due to its characteristic seal and its differentiating qualities that make it unique in its kind and competitive, so much so that in the last decade it has been a trend emphasizing technification, labor qualified and the generation of added value by people.

According to the theory of Tracy (2018) and Ramírez et al. (2021), creativity and problem-solving have allowed for generating potential and development in competition in human talent. This is a topic that, in recent decades in Colombia, has been improving in different areas of human talent. In recent decades, there has been a trend at the international

level. It is to consider human talent as a resource and move from being an instrumentalist to integrating the organization's staff line with abilities, skills, knowledge, and performance. of significant achievements that minimize and optimize the environment's resources, elements, and capacities, guaranteeing that the business strategy is focused on sustainability and sustainability.

With attention to the skills to create potential and maintain competence in a particular area, its application is necessary for such a way that it has a positive social, economic and environmental impact; for this, it is essential to improve issues related to the analysis of information, structures for the strategic and innovative management of human talent and the incorporation of technology, to guarantee that the skills are associated with the business strategy or the lifespan of the talent.

Creativity and problem-solving help society to progress and have better well-being; people are now empathetic and have developed new ideas in a changing environment and little to understand, generating the creation of new inventions or objects from elements that already exist in the world. Its scope has enabled the development of the individual's personality, being more mature, thinking, and reasonable, fluent when it comes to learning; people are more productive and find a large number of answers to problematic cases of reality, with the ability to mitigate or take risks and strengthen self-confidence.

2. Methodology

A post-positivist methodological approach guides the work in question, a hermeneutic method with a constructionist perspective, using as a technique and data analysis the interpretation of disciplinary documentary sources of the study variable, both classical and current guided by the postulates of Martínez (2015) and Sandin, (2003). Regarding the research methodology, it is oriented towards constructivism; according to Piaget (1952), it is based on knowledge towards the result through processes and tools of each person who actively participates, generating conceptual contributions; this is based on a post-positivist for Durkheim (1917), this is a way of testing hypotheses about the new reality of each day, studying society and people. This is how hermeneutics is used as a method based on the analytical-descriptive approach; it is about rethinking reflections based on what has been

studied; for this reasoning, I know the study variables were developed in several stages, focused on giving answers, considerations, and topic contributions.

For this, reviews, analyses, and assessments of the behavior of the research variables were carried out based on the referential framework for generating an introit, conceptual development, age of findings, and conclusions to respond to the investigated phenomenon. The preceding has allowed researchers to identify problematic realities, make hypotheses and reflect on them, leading to the search for primary scientific information that can serve as guidance to understand the changing realities of science, technology, and innovation; and thus systematize the research through categories and indicators or descriptors chronologically and logically from the classic and current disciplinary literature.

3. Results

Tracy's theory (2018) demonstrates current creative efforts by helping to identify problems, think clearly about them, and, in turn, achieve positive results, identify the best decisions and strategies, and maintain personal training to increase the technical potential and innovation of everyone to facilitate problem-solving. Therefore, many organizations retain great value in their field through creativity and emotional skills to minimize uncertainty in the stable, resilient, and dynamic environment, seeking intuitive capacity, decision-making, intellectual curiosity, fluidity, and flexibility.

In that order, it is necessary to find ways to sensitize human talent in the face of situations, problems, and conflicts, determining what can accelerate problem-solving or generate new ideas so that potential problems are addressed, explained, and confronted, which leads to a habit and mental health, with efficiency, consensus, and satisfaction, managing to identify: (a) better competencies in organizations, foundational rigor, and value orientation; (b) adopt creative thinking and build a high degree of flexibility to address any project, problem or goal; (c) be open to critically evaluate new ideas and gain creative momentum; and (d) minimize or eradicate mechanical thinking in the organization, without giving opportunity for the generation of biases and assumptions.

Conclusions

When describing creativity and problem solving from Brian Tracy's theory (2018), the results allow us to conclude that: his approaches show creative thinking among ideas and

skills, developing vitality to obtain significant progress in the professional area and human development. Creativity can be created with practice and tools for the author in question. The more it focuses on solutions, the more intelligence that integrates knowledge and ideas develops, which are attributes for solving problems and promoting them in any organization, leading to better results by creating techniques such as brainstorming and zero-based thinking, nominal group techniques, and lateral thinking to solve problems, improve systems, create new products, and develop exciting new marketing insights.

Carrying out a theoretical contrast, it is possible to show that these study variables can be developed with practice, techniques, and training; it would be critical in solving problems, stop considering the experiences, correctly identify the shortcomings or absences that prevent or impair the achievement of objectives, deviating from the real issues facing the company, its opportunities, and the generation of dynamic capabilities.

At the same time, it is possible to verify that what generates human talent, the development and potentiation of creativity and problem solving, is a positive impact, generating value for each one of the people with the abilities to exercise and manage creativity at the moment of face a problem, thus managing to make appropriate decisions and adapted to both the organizational and own strategy, creating a favorable work climate, high-performance teams, with motivation, innovation, and co-responsibility.

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