

Tonjala Eaton  
EAD 864 Adult Career Development  
Unit 3

Using *Bloomberg by Bloomberg*, explore the role of creativity in adult career development.

Traditionally, creativity at work is most associated with careers in film, music, fashion, or other forms of artistic expression. However, modern views of creativity have broadened the scope of the term and its applicability in the workplace. Author Daniel Pink advocates for the development of more skills associated with creativity, such as empathy, ingenuity and systems thinking as opposed to left-brain thinking based on objectivity, rationality and parts analysis. Pink suggests that globalization is changing the traditional American work environment because data oriented occupations such as accounting and computer engineering are outsourced overseas for costs savings. Therefore, innovation is viewed as an indispensable skill and the key to restoring America's competitive edge.

It is vitally important to dispel the myth that creativity is an innate gift reserved for a select few. Creativity is a skill; yet, it can be stimulated through prior knowledge and experience, insight, and resourcefulness. The growth of creativity has career development implications for individuals and organizations. The creative process enables individuals and organizations to avoid stagnation and remain relevant. Webster defines creativity as being original and imaginative. According to this definition, creativity is useful in a variety of career fields, including education, business, and technology.

Michael Bloomberg's abilities to create innovative products and re-invent his professional identity are demonstrations of creative prowess. In Chapter 3 of *Bloomberg by Bloomberg*, Bloomberg is pictured on his daily jog through Central Park mentally analyzing the landscape of stocks and bonds trading in an effort to discover untapped potential. This mental gap analysis led Bloomberg to identify the difference between current activity and future desired outcomes in trading. Consequently, Bloomberg developed the Bloomberg terminal to provide real time stock updates and other financial data, and it catapulted the industry to new heights.

The idea for the Bloomberg terminal resulted from Bloomberg's prior experience with Salomon Brothers. While at Salomon Brothers, Bloomberg rotated through various divisions of the company and acquired a holistic understanding of the company as an operation. He became knowledgeable about the equity trading industry through his work at Salomon Brothers, which gave him the foresight to make projections about the industry's future needs. One can assume that innovation is produced from a deep understanding of a subject or process. When sufficient knowledge or experience is apparent, creativity is a likely outcome.

Stories of other entrepreneurs also reveal that creativity is the outcome of prior experience. Madam C.J. Walker transformed the black hair care industry of the early 1900s by building upon work with Annie Turnbo Malone. The product development knowledge Walker gained as Malone's employee was foundational in creating her empire. Therefore, creativity is the outcome of experience. Skill alone is insufficient to produce innovative products and concepts. Knowledge, gained through applied experience, is the determining factor in an individual or organization's ability to create paradigm-shifting products/services.

Just as experience leads to enhancing ideas, creativity in adult career development enables an individual to formulate new professional identities through pursuing unrelated careers. Bloomberg exercised his right to pursue another profession by leaving the corporate profit-driven world for public life as the Mayor of New York. The same skill set of decisive decision-making and maximizing resources was used during his mayoral years. Having the ability to utilize skills in a different context illustrates inventiveness that facilitates switching careers.

In terms of organizational development, leaders are charged with the task of developing creativity among an organization's members. The inability to develop ingenuity can halt organizational growth and leave members feeling underutilized. Bloomberg is aware of an organization's ability to provoke creativity among its employees. Through mind expanding experience and environmental stimuli, organizations are positioned to develop talent. In that regard, creativity in career development is more than a skill, it is the result of experience, foresight and resourcefulness. Each individual has creative capacities, which have to be developed in order to achieve maximum performance.