

Exploring the Impact of Organizational Changes on Productivity and Creativity: A Study on Effective Leadership Strategies for Change Management

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ABSTRACT

This exploratory research examines the relationship between different types of organizational changes, their impact on productivity and creativity, and the leadership strategies that can best manage these changes. The research gathered information by surveying 444 participants employed across various functions, including administration, finance, operations, and human resources. Subsequently, the collected data underwent analysis utilizing descriptive statistics and Pearson correlation analysis. The findings indicate that various forms of organizational changes may uniquely influence productivity and creativity. For example, structural changes such as restructuring of teams or departments can enhance teamwork and collaboration which can lead to increased productivity. Policy changes on one hand can create confusion and uncertainty among employees, leading to decreased productivity. Additionally, the research discovered that proficient communication, employee engagement, and fostering creativity and innovation are the most impactful leadership tactics for overseeing these

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transformations. Conclusively, understanding the nuanced relationship between change and creativity can empower organizations to navigate the evolving business landscape successfully.

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