

The Meaning of Creativity among Filipino Social Workers and its Implications to Governance

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The meanings that Filipino social workers attach to creativity have implications on social administration and governance. The personal and work-related meanings that the participants give to creativity, the areas of practice that they view as creative and the conditions in the workplace that favour or hinder creativity also point to areas of "creative leadership". Using a phenomenological approach, the research focuses on the journeys of social workers in creativity. The research describes how practitioners consider social work as a creative profession and how their work introduces innovation in the organization and in service delivery through formulation of new policy, programs and strategies. The study suggests that leadership needs to apply governance approaches that harness creativity in individuals and in organizations. The study also suggests a typology of meanings of creativity that may be the basis for further studies in this area.