

Questions 31–35

Complete the summary below.

*Write **NO MORE THAN TWO WORDS AND/OR A NUMBER** for each answer.*

Managing Creativity in Your Business

Managing creative staff is a difficult task. They have creativity and 31, so they need freedom. In the past, in factories, 32 was vital for making a high quality product. Nowadays, we hire staff to create new products and find new customers. But, their new ideas must be 33 if we want to make money from them. A standard method for managing staff is setting 34 targets, related to profits, products or new clients. This method has some problems, because staff might be dishonest or break the law so that they can meet the company goals. These goals are often tied in to 35 and this can make the problem worse.

Questions 36–40

Complete the table below.

*Write **NO MORE THAN TWO WORDS** for each answer*

Robert Simons' Three 36	
<u>The first:</u> Engage the workers with the company's core values	Develop a mission statement Follow the company 37 examples: the best tools in the world the customer is no 1
<u>The second:</u> The power of 38	Don't tell your creative staff what to do; tell them what they should not do, e.g. this product is not part of our company goals this behaviour is not OK You need to set 39..... to help control creativity
<u>The third:</u> 40.....	Be aware of and discuss external factors the competition the company profits and losses other new products in the market