**EMPLOYEE EMPOWERMENT AND CREATIVITY AT WORK**

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**Abstract**

There is substantial evidence linking increased employee empowerment to increased productivity. Not just that, but business loyalty and activity enjoyment are also increased. The success of your business is unavoidably linked to the success of your workforce, that much is certain. Your business is successful when your employees are. When we talk about empowering employees, what do we really mean? Giving employees more freedom and responsibility for each task they handle is what it really means to empower your workforce. It entails granting your team members and employees permission to take actions and make decisions that have an impact on your business. This study has examined how empowerment initiatives affect innovativeness and how the behavioral, psychological, social, and structural aspects of empowerment impact innovativeness. Empowerment and innovativeness are both important ideas for firms. All of the hypotheses that made up our research had been confirmed as a result of these evaluations. In other words, it has been determined that measures to promote employee behavioral, psychological, social, and structural empowerment have an exceptionally high-quality impact on innovation, and that simultaneous application of such empowerment has an excessively high impact.

**KEYWORDS: -** Empowerment, Creativity, benefits of Empowering Employees.

**Introduction**

The more competitive conditions brought on by industrialization and globalization have quickly given human resources from the perspective of businesses added importance. Humans have taken center stage in organizational systems, and numerous tactics have been developed in an effort to find more effective ways to capitalize on human resources. Organizations have felt pressure to strictly adhere to modern control approaches like "empowerment." Of consequence, it will now be impossible for businesses to achieve their goals and objectives at the desired levels. It may be their fate to make the obvious choice or to stop growing if they don't adapt to changes in technology, the market and sector, customer needs, and expectations. This study has examined how empowerment initiatives affect innovativeness and how the behavioral, psychological, social, and structural aspects of empowerment impact innovativeness. Empowerment and innovativeness are both important ideas for firms. All of the hypotheses that made up our research had been confirmed as a result of these evaluations. In other words, it has been determined that measures to promote employee behavioral, psychological, social, and structural empowerment have an exceptionally high-quality impact on innovation, and that simultaneous application of such empowerment has an excessively high impact. Business Dictionary most likely did a great job of summarizing it. People who work for an empowered organization have the information, skills, preferences, and opportunity, in my opinion, to act in a way that leads to the company's success. Humans have a natural desire for power. It is vital for managers to identify the factors that increase staff productivity. Employees should have some degree of freedom, which is something you should give them. Employees get bored at work and productivity declines if they can't see a rapidly rising graph of their career path. On the other hand, when you give them more authority and responsibility, they become more invested and responsible. Greater green on the work as a result. Consider Amazon, the largest online retailer in the world. Even while Amazon's subculture is far from ideal, they do one thing well. Additionally, it empowers the workforce. "Make personnel suppose like owners" is Amazon's motto. "We are aware that finding and keeping a motivated workforce will be a key factor in determining our level of success. Every single one of whom must act and think like an owner." Jeff Bezos.[[1]](#footnote-1)

**Empowerment**

The studies by Kurt Lewin, who observed that employees should make the expected changes based on their own decisions, and the Human Relations Approach, which was pioneered by Elton Mayo and Hawthorne, are acknowledged as the beginning of the concept of empowerment, even though it was first used in the early 1980s. It has been argued, particularly through the Human Relations Approach, that an employee may carry out his responsibilities without being prodded or closely watched, and studies of organizational behavior and employee participation have grown in popularity. The term "empowerment" has been referred to in a variety of ways, including "empowerment," "employeeempowerment," "psychologicalempowerment," and "organizational empowerment," as a result of the existence of various perspectives. Turkish speakers now refer to this concept—often used to mean "empowerment"—as "authority empowerment," "empowerment," and "employee empowerment." However, employee empowerment has become a more popular term in literature. The definition of empowerment has been approached in a variety of ways, much like the definitions of many other concepts. Researchers have viewed empowerment studies as managers' authority and duty, while others have said that empowerment is the internalized feelings and opinions, and that people's motivation and self-confidence, as well as their knowledge and abilities, help them want to act. In general, empowerment involves building up employees' self-confidence, removing the decision-making process from the center and giving workers more autonomy, responsibility, and discretion, sharing information and resources, redistributing the power of decision-making to cover those who lack it, and granting employees the ability to make decisions through collaboration, sharing, training, and teamwork. The definitions of empowerment can be summed up as providing staff with an environment where they are sufficiently motivated[[2]](#footnote-2), have faith in their knowledge and expertise, take initiative when acting, solve problems, have the will and faith to control events, and carry out their duties in accordance with the objectives of the organization.

**Creativity**

Scientists argued on how to define creativity because it is a very complex phenomenon with multiple dimensions. The lack of a clear and singular definition may result from the broad areas in which the concept of creativity gained popularity on the one hand, and from research methodologies and academic reasoning on the other hand, which may also result from

elements of the innovative phenomenon and complexity of a third party (Ze town, 1987). Overall, we may conclude that there may not be agreement on the definition of creativity, which is not unusual. Gundry, a researcher, acknowledges that attempts to reach agreement on the definition of creativity may be irreconcilable with the idea of creativity itself. Recognizing the difficulty in gaining access to the individual definition of creativity. However, this issue can no longer shield any researcher from having to deal with some definitions mentioned by the researchers (Alentivat, 2006). Higgins stated that the cost of the individual, group, business, or community has been marked by creativity to the system where they are creating something new (Higgins, 2001).  Hejan (1999) defined creativity as the mechanism that enables the character author to easily identify flaws and inconsistencies in things, even those that appear completely inconsistent to others, and to offer ideas and responses that are deemed appropriate and skilled, even though they are familiar and uncommon. There are many levels of creativity, such as (Fayyad, 1995): creativity on the character level, which enables the character's intelligence and skills. This level of creativity allows for the innovative personnel's innovative development work by virtue of innate traits they possess, such as intelligence and skills, or by virtue of acquired residences used as solutions to problems. [[3]](#footnote-3)Creativity at the corporate level: Since there are several businesses operating, they collaborate with one another to put their ideas into action and improve things. Organizational creativity: There can be a fantastic firm with within their overall performance, and their artwork is typically the greatest and standard for those organizations for other companies, or even companies as far as creativity, there needs to be a character and collective creativity.

**6 Hidden Benifits Of Empowering Employess**

Please allow us to take a step back before continuing. We get what employee empowerment entails. But how can increasing employee empowerment lead to improved organizational performance? Let's look at some ways that employee empowerment benefits your business.

1. **Increased Productivity:** -One of the immediate benefits of worker empowerment is this. Your staff becomes significantly more productive when they are included in all major decision-making processes. You won't ever be inspired to work for a company if you have little autonomy and are frequently told what to do, aren't you right? In a same vein, forcing

your staff to work on a specific project or in a specific manner is not enjoyable for them. When employees make decisions on their own, they frequently feel more empowered and not only increase their productivity but also enhance the working environment with their enthusiasm and energy.

**2.Employee Contentment**: - It is a proven fact that we prefer to be happier when we make our own decisions. A culture of responsibility encourages your staff to make better decisions on their own. They gradually become elated as a result. Of course, happy employees are likely to be more productive, active, and devoted. When a task is going well, your employees feel a sense of accomplishment because they feel like they have control over it. This motivates your staff to take on even more challenging decisions and projects in the future. When your staff is content, you frequently argue in favor of a vibrant employee brand.  
**3. Strengthened Employer Branding**: -Making a case for employee branding is one of the ways that equipping staff immediately may help. When your firm is known for empowering its employees, you can make a compelling argument for sophisticated employee branding. The core idea of employee branding is to create a type of sophisticated artistic subculture where employees serve as brand ambassadors and present your company in the best light possible. Your company becomes a desirable place to work for job seekers when employees feel empowered. Having an impressive worker insignia has several benefits. First of all, all of the top talents feel comfortable working for your firm.

**4.** **Reducing Hierarchies**: - One of the unspoken benefits of giving your employees more authority is that it will bring down your hierarchy. There is very little to no micromanagement in a flat hierarchy. A flat design can eliminate the superfluous control

levels to improve communication and increase transparency within the team. Reduced levels of control can increase employee productivity and freedom of choice. Of course, flat hierarchy has certain drawbacks as well. If the desired outcomes are not realised, there is a significant risk of generalization and confusion.

**5.** **When employees are thinking about a procedure**: - career development is one of the most important factors. According to a 2018 survey, 75% of employees are actually looking for opportunities for skill development. One of the greenest ways to increase employee competency is to empower them. They will likely put more effort into the task because they will be making the majority of the decisions about their work. Empowering employees gives them a sense of duty and responsibility for developing their skills. They frequently go to great lengths to maximize their efforts and perfect their works. While the staff is enhancing

their competencies and developing personally, the human resources section has one less fear.  
**6. Customer service**: -A single factor—what is happening inside within an organization—determines whether customers have a positive or negative experience. One of the main advantages of staff empowerment may be seen in the quality of customer service. A Gallup study found that businesses with empowered staff have 50% higher customer loyalty. Empowered employees enjoy their work on a personal level, which increases their motivation to carry out excellent work. As a result, businesses benefit from empowered employees while offering cutting-edge goods and services. Additionally, empowered employees are much more effective in handling the frequently challenging customer service scenarios.

**How Can Be Make Employess Feel Empowered?**

**1. Increase respect and trust:** Encourage a subculture at paintings where employees feel respected and trustworthy. Attitude is a crucial component of the environment. Empowerment is a continuous process rather than a one-time event[[4]](#footnote-4). It demands that staff members be nurtured and trained from the very beginning. Trust provides a secure setting for people to discuss their problems and successes. They are able to achieve their full potential and flourish both as individuals and as groups thanks to it.

**2. Foster Strong Communication**: The most important factor in fostering empowerment is communication. Employees shouldn't feel as though they are being kept in the dark about any business improvements. Sharing statistics becomes the norm when the control does this, and this is the difference. People prefer to be given access to important matters. It strengthens the feeling of inclusion within the company. The control system should also be open to input from the staff at the same time. It has been shown that listening to others and making them feel heard can enhance employee morale. Resulting in empowerment  
**3. Be tidy in relation to the company's core values and objectives**: Empowerment requires alignment as a crucial component. The staff should definitely be informed about the company's aspirations and objectives. Your employee should be aware of what is expected of them. They can then match their process function with their personal objectives. It will boost their confidence in their ability to support the enterprise's ultimate goal. Enhancing empowerment as a result.

**4. Provide Resources and Tools**: In order to empower your staff, you must also give them

the means to advance. The lack of resources and equipment is one of the most difficult conditions that staff members frequently encounter. These must be easily accessible in order for employees to give their best work. Additionally, organizations that use technology early on manage changes better. Both the employees and the company become better prepared for upcoming challenges. It produces empowering circumstances for painting.  
**5. Provide criticism**: Management plays a significant role in employee empowerment. Comments need to become routine in the workplace in order to promote empowerment. The goal of empowerment is to support and mentor employees as they travel their path. It entails helping them with their success and boom. You could tap into their overall performance graph by making frequent and timely feedback. The building blocks of a supportive painting environment are encouraging authentic paintings, providing pointers, and making constructive remarks.

**6. Timely Reward and Recognition**: Empowerment is a tactic that ultimately takes shape. One who desires subculture construction from the start. A tried-and-true method to boost employee morale and boost self-belief is to offer awards and exhibit popularity. On the other side, if staff members do not feel noticed, they may not feel in any way empowered. A timely following and large awards give employees the much-needed boost. It encourages them to put in more effort and acquire the artwork.

**7. Encourage creative musing**: A great chief must be able to inspire creative musing. You

need to encourage your team members to embrace their potential and think creatively. It opens the door to business innovation and growth. Any future leader needs to be creative in their thinking since it helps them solve problems. Here's the catch: the problem isn't usually a lack of imagination; rather, it's the fact that the concepts aren't heard. It is your responsibility as managers to promote an environment where employees actively participate in idea exchange.

**Study Problem**

According to researchers, empowering employees can increase their creativity by enhancing their sense of independence and ability to carry out the business of their firms. As a result,

it may be difficult to observe the questions below:

To what extent is there room for innovation inside the Social Security Corporation?  
How much employee authority do they have within the Social Security Corporation?

Does employee empowerment have an impact on their creativity?

goals for the observation The following goals are sought after by this observation:  
1. A statement outlining how staff empowerment enhances creativity.

2. A review of the research on the concepts of creativity and empowerment.

3. The Social Security Corporation's internal empowerment activity is called verification.

4. Confirming creative interest within the Social Security Corporation.

**Recommended version**

For the purposes of solving the challenge of the practice and research of objectives, it has been developing a hypothetical model provided by (Figure 1), which comprises variables, are the first objective dimension of empowerment and the second is the basis Creativity of staff.

The meaning

Creativity of employees

The ability

The self-guided

The influence

Building a hypothetical model with two variables—the first independent dimension of empowerment and the second being the dependent Creativity of employees—has been done in order to address the issue of the study and examination of aims.

**Hyphothessis Of Study**

The following key hypotheses and their supporting supporting hypotheses are prepared for testing in order to meet the research objectives: The meaning, capacity, self-guidedness, and influence elements of empowerment have no statistically significant impact on employees' levels of creativity. The following supporting hypotheses lead to the primary hypothesis: The amount of creativity among employees is unaffected by meaning in a statistically significant way. The ability has no statistically meaningful impact on an employee's level of inventiveness. The self-guided

has no statistically significant impact on employees' levels of inventiveness. Employee creativity

levels are not statistically affected by the influence in any way.

**Conculision**

The fundamental way of operating is always changing. People no longer consider their work to be a source of income. They consider it a component of their way of life, and they plainly don't appreciate being micromanaged. Employee empowerment is a continuous process rather than an event. It must be started gradually rather than with a huge leap[[5]](#footnote-5). The current global term is employee empowerment. A company can benefit from employee empowerment in a variety of ways. And a considerable improvement in customer experience is a result. The proper people receiving empowerment can contribute to increased productivity and cost savings. It does, however, have some restrictions, just like any other concept. Employee stress and workload might occasionally increase as a result of empowerment. Some people may become conceited and abuse their power as a result. Finding balance is crucial when putting the aforementioned ideas into practice.

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