CREATIVE THINKING STRATEGIES AND IMPLEMENTATION IN ORGANIZATIONS FROM CONVENTIONAL AND ISLAMIC PERSPECTIVES

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ABSTRACT

This essay highlights creative thinking and implementation strategies from conventional and Islamic perspectives. Since the birth of the Islamic religion more than 1400 years ago, Islam has taken care of creative thinking strategies by guaranteeing that they are utilized in life. The Holy Qur'an and the Sunnah of the Prophet, peace, and blessings be upon him, encouraged creative thinking at that time. This paper addressed the subject of the feasibility of deriving creative thinking strategies from the Holy Quran and the Sunnah. And that these techniques have been employed in modern businesses, taking into account the diverse reasons for their implementation. When the application of these strategies was reviewed and researched in the Qur'an and Sunnah, it was determined that they are remarkably analogous to the creative thinking strategies that drew interest barely seventy years ago. In addition, the adoption of creative thinking Strategies in businesses from a conventional standpoint was examined. The paper illustrated the processes for adopting these strategies, their importance, and their results in organizations. These strategies extend the mind, move the mind, and raise diverse talents. The strategies of creative thinking in Islam were also explored, and the strategies for adopting each strategy were outlined. The essay featured strategies: brainstorming, dialogue strategy and encouragement strategy from a conventional and Islamic perspective. Each strategy in Islam is detailed in terms of why it is employed, who used it, the situation that necessitated its usage, and the repercussions of employing it. The essay outlines the basics of employing creative thinking processes in Islam for individual development and character formation.

Keywords: Creative thinking strategies, conventional perspective, Islamic perspective, brainstorming strategy, a dialogue strategy


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Introduction

Creative thinking strategies are essential in increasing the interaction relationship between an organization and its surroundings. The creative work also strives to identify solutions to the internal and external difficulties of the organization (Rahman, Abdullah, Adham, & Mat, 2014). It helps keep pace with advancements and overcome problems. Adopting and adopting creativity is a development of the human element in the organization, provided that the human being is the essence and source of the creative process (Darwin, 2017).

The Islamic religion has been engaged in thinking and creativity since the Holy Qur’an was given to the Prophet Muhammad. May God bless him and grant him peace, and between the Holy Qur’an and the value of thinking and creativity and working with it (Al-Sharaf, 2013). As the prophetic Sunnah clarified and explained the importance and foundations of thinking, creativity and many Muslim scholars were interested in creative thinking and creativity, thus they researched its importance and components in the Islamic religion as well as its impact on the relationship of the individual to the group, including its relationship to the universe and the Creator (Al-Karasneh & Saleh, 2010).

Literature Review

Creative thinking strategies are among the subjects that researchers have tried to explore from a conceptual and operational point of view in an attempt to understand the impact on private businesses and institutions. The previous research is a study that tries to find the Creative thinking strategies in Islamic banks in Palestine between reality and implementation. The study employed the descriptive-analytical method. A questionnaire was devised as a study tool. The study population consisted of all workers of Islamic banks from the high and intermediate management. The analysis was applied to the Palestinian Islamic Bank and the Arab Islamic Bank. The study found various conclusions, the most noteworthy of which is the availability of Creative thinking strategies aspects at a high level in Islamic banks in Palestine with a relative weight of (82.22%).

The study also presented a set of recommendations, including that the bank should provide the appropriate environment and climate for employees to invest their intellectual energies, urge them to Creative thinking strategies, and deal fairly with all creative ideas regardless of their source (Mohamed, Suliman, Mazen, & Abu-Naser, 2020). A study entitled: Administrative Competencies: Comparing the Traditional and Islamic Views highlighted that creative thinking processes have a role in the development of companies. When organizations adopt the application of creative thinking methodologies in training programs, the study also suggested that the desire in competencies to follow the approach of Islam has an effective influence on organizations. The teachings of the Islamic religion are rich in these tactics and the interest in them in Islam (Rahman, Abdullah, Adham, & Mat, 2014). Franco, DeLuca and Gaming (2019) study also suggested that innovative thinking processes in the Holy Qur’an are regarded as the basis for the formation of economic organizations. The results of Sadeghi, and Razavi (2020) inquiry indicated that the application of creative thinking strategies in the Prophet’s Sunnah are indications for the application of strategies in the system of scientific areas.
The Concept of Creative Thinking Strategies

a. The Concept of Creative Thinking Strategies from an Islamic Perspective

The concepts of the Qur’an and Sunnah are used to teach Muslims. To generate creative persons, the Islamic framework promotes the use of mind, heart, spirituality, physique, and morals (Groeninck & Boender, 2020). The capacity building seeks not only to fill brains with knowledge but also to motivate good personalities and a sense of social responsibility. As a result, from an Islamic point of view, the Creative Thinking Strategy promotes the integration of Islamic values to generate inclusive persons (Sadeghi & Razavi, 2020).

The curriculum of the Prophet Muhammad, may God bless him and grant him peace, is one of the most important examples of capacity building in Islam. Abd al-Fattah Abu Gudda documented forty strategies to foster creativity for Muslims utilized by the Messenger, may God bless him and grant him peace, which might be termed creative approaches. Abdel Fattah Abu Ghuddah’s book: translation (Gholami, 2017). It includes: Developing creative abilities through his excellent personality and attractive manner of living. It is to construct a strategy of creative thinking in the aspects of Sharia in stages. follow the moderate way and strive to remove boredom, Taking into account individual variances. Dialogue and questioning are used to teach. Teaching by analogy and comparison. Teaching through discourse and reasoned comparison; Questioning to measure intellect and understanding utilizing similes and examples for teaching; and teaching through drawing on the ground (Karim & Fauziyah, 2018).

In addition, by applying the Creative Thinking Strategy of the Prophet Muhammad, may God bless him and grant him peace, coupled with speech, and action. He answers more than what is requested of him; takes advantage of temporary openings, Teaching jokes and humour. affirm anything with an oath; He considers the importance of altering his position and repeating what he has stated. He says something in general and explains it in specific; Informs through notifications and reminders. By encouragement and intimidation (incitement to good and warning against evil); teaches by telling people’s past stories; resorts to writing as a means of using creative thinking strategies and message transmission; commands for learning other languages; He is known by his noble character (Abdullah, 2020).

Extrapolating legal standards and taking pertinent lessons from the verse, as a result, does not necessarily require mindless memorization. The Qur’an mentions ways to employ interesting creative thinking strategies to gain attention in situations, such as telling stories, asking questions, utilizing metaphors to explain specific points, and using a tangible object to demonstrate the summary. Meaning and reward for positive behaviour, punishment for undesirable behaviour, and attention to specific situations to develop Islamic values (Youcef Sai, 2018).

b. The Concept of Creative Thinking Strategies from a Conventional Perspective

Using talents and soft skills to come up with fresh solutions to issues is referred to as creative thinking. Creative thinking abilities are approaches to exploring an issue from multiple creative viewpoints, using the right tools to appraise it, and designing a plan (Park & Lee, 2022). The emphasis on creativity and innovation is crucial because most challenges may need remedies that
have never been conceived or tried before. Individually, it is a highly valued skill, and corporations should always try to have it among their ranks. After all, the term "creativity" relates
to generating something new (Long & Plucker, 2015). Creative thinking is a skill that, like any other, requires frequent practice to keep sharp. To reach this goal, you must regularly expose
yourself to situations where a new idea is necessary and surround yourself with like-minded people. The employment of specialized techniques simplifies such a process. They assist in getting
you in the appropriate mentality and give the basic structure for creating new ideas on demand (Ramalingam, Anderson, Duckworth, Scoular, & Heard, 2020).

Creative Thinking Strategies from Conventional and Islamic Perspectives

a. Brainstorming Strategy and Implementation in Organizations from Conventional and Islamic

A systematic program in which an issue with a building idea that demands answers are examined is known as the brainstorming strategy (Rawlinson, 2017). Participants are invited to consider
different solutions to the problem. Without ignoring or removing the solutions proposed by the participants, one of the ideas presented should not be disregarded. The strategy relies on gathering
the most significant number of thoughts and solutions feasible to filter later (Maaravi, Heller, Shoham, Mohar, & Deutsch, 2021). Nevertheless, only five minutes of sitting for brainstorming is
needed. As said by Professor Jörg Mehlhorn of the German Innovation Society “these quick-thinking moments are utterly worthless; brainstorming shorter than thirty minutes is not brainstorming”. This Professor opinion further said that it frequently begins in the first ten
minutes of the convention, before simple thoughts appear. After which the remainder of the ideas
will flood down. However, one of the primary problems is that people stop when the ideas appear,
and then a rush of unorthodox creative ideas occurs (Ucler, 2017).

Brainstorming strategy from a conventional standpoint, firms are always looking to
develop some of their people to enhance their competences to achieve this approach. Organizations strive to involve representatives of your target market, by questioning a sample of
potential customers about their wishes or needs, or their problems and ideas. They can supply the
business with ideas from the customer’s point of view, which the organization can build upon to
develop its products and services (Boonyoung, Kamonmarttayakul, & Phumdoung, 2021).

Brainstorming strategy from an Islamic perspective, that appears in the approach of the Messenger - may God bless him and grant him peace - was founded on all the pillars and
components of the innovative leadership style that supports and fosters innovation at its highest
levels, in all parts of its administration. Perhaps one of the most essential elements of his unique
genius leadership style is that he could simply and efficiently unleash the creative and innovative
energies of his companions of all skills and levels (Alsaqri & Al Salmi, 2019a). Urging each of his
companions to extract positive thoughts from Muslims, with the maximum levels of individual
and organizational efficiency and effectiveness (Alsaqri & Al Salmi, 2019b).
It is evident from the directions of the Prophet to his companions in situations connected to the management of Muslim affairs, he discovers this scientific technique by researching the strategy of brainstorming in the Sunnah of the Prophet (Gustine & Muslim, 2021). As the excellent hadith indicates, it educates their minds and motivates them to think. The Prophet addressed a query to his friends (that among there is a tree whose leaves do not fall, and it is like a Muslim, so tell me who it is) (that among trees is a tree whose leaves do not fall, and it is like a Muslim, so tell me who it is). So she asked the Companions about it; some said it was a desert tree, while others felt it was another tree. "Who is the tree, O Messenger of God?" they questioned. "It's the palm tree," he stated (Ghabanchi & Behrooznia, 2014).

The Messenger, may God bless him and grant him peace, adopted the brainstorming approach, in this case, pinpointing a specific problem as a query. He established a secure place for people to speak their ideas, and he didn't criticize any answers until the conversation was finished (Kanaya et al., 2022). This dialogue demonstrates the brainstorming and research processes involved in developing this technique. Note that this is one of the numerous concerns that the Messenger, may God bless him and grant him peace, carried out to train and activate the mind to solidify these talents (Laeheem, Baka, Tahe, & Walee, 2015).

b. A dialogue Strategy and Implementation in Organizations from Conventional and Islamic Perspectives

Dialogue is a type of Creative Thinking Strategy that relies on comprehension and scientific persuasion based on argument. The question-and-response structure is implemented in an engaging fashion that enables the individual to engage in constructive competition while also pushing the mind to think (Beigi & Mozayani, 2016). The Strategy that relies on asking the recipient a question regarding a given topic is the effective dialogue method. The recipient's response is followed by asking a question or subsequent questions, praising if the answer is correct (Gnjatović, 2014). The dialogue style seeks to spark individuals’ attention and inspire them to think about and expose diverse facts, experiences, and knowledge. Questions, queries, and issues are provided to them, discussed, and replied to arrive at evidence, proofs, and conclusions (Beigi & Mozayani, 2016).

Dialogue strategy from a conventional standpoint, firms are interested in improving their personnel to enhance their capabilities by conducting focused training programs (Zhou, 2022). This organization’s strategy rests on an education plan that strives to enhance functional competencies (Duplessis, Pauchet, Chaignaud, & Kotowicz, 2017). Organizations empower employees to participate in designing an education plan for each employee for the best performance. The training supervisor interacts with the employee to know the person’s skills and capabilities. The employee in the interaction must convince the supervisor of the abilities he needs in the education plan. Modern firms utilize this method to boost employee performance and meet the organization’s goals (Milliez, Ferreira, Fiore, Alami, & Lefèvre, 2014).

Dialogue strategy is regarded good practice in organizations, and it is a precondition for strengthening corporate competitiveness and allowing the recovery of economic growth (Greckhamer, Furnari, Fiss, & Aguilera, 2018). Modern organizations are interested in this method to structure work to boost production and productivity. Organizations focus on this strategy through an open internal communication policy with managers’ conversations with employees.
Law, Policy, and Social Science

Involving employees in decision-making. Attention to the quality of life at work. Having common values. Having a real vision for the organization. In addition to establishing the organization’s strategic plan. Some coaches in businesses are investing this strategy in Coaching Training. This training is built on a discussion between the teacher and the learner to develop the employee’s convictions (Romenti, Murtarelli, & Valentini, 2014). It also strengthens the employee’s capacity to fulfill the organization’s goals. Dialogue technique enables managers to grasp the employee’s psychological image, strengths, and limitations. Because of the relevance of this strategy, companies depended on it in constructing their strategies and training programs to acquire a competitive power in the market (Greckhamer et al., 2018).

Dialogue strategy from an Islamic perspective, many scientific topics may be found in the Holy Qur’an and the Prophet’s Sunnah, so it is a genuine style having roots in the Holy Qur’an and the Prophet’s Sunnah. The most fundamental dialogues in the Holy Qur’an are God’s communication with His creation through the messengers, as well as God’s dialogue with angels and the Devil. He remarked that the Messengers’ supplications, peace be upon them, were essentially led by dialogue with their people (Franceschelli & O’Brien, 2014). One of the modes of dialogue introduced in the Holy Qur’an comprised knowledge and talents. The Holy Qur’an states that discussion is vital in the lives of an individual and a nation. To establish this worth, the Holy Qur’an immortalized Luqman’s bequest to his son through discourse. Although Luqman was not a prophet (according to the majority of scholars), God has immortalized his remembrance, so he mentioned his will for his son and his admonition to be an example for dads and mothers, and an example for Muslims, males, and females. Implementing the method between Luqman and his daughter offered a perception of the skills of conveying knowledge via good communication and persuasion. It is a system and a means for everyone who desires to create piety based on the pleasure of God. It contained a sound approach, sound advice, and an outstanding method by expressly embracing the dialogue strategy (Atkins et al., 2017).

The discussion was one of the strategies adopted by the Prophet. May God’s prayers and peace be upon him, in his educational stances with the Companions, according to the Prophet’s Sunnah. One day, he questioned them, "Do you know what backbiting is?" They argued that God and His Messenger are the most knowledgeable. He explained, "Your brother reminded you of something he despises." My brother was thought to have nothing to say. He stated, "If what you say is in it, he has misled him; if it is not in it, he has slandered him"(Yilmaz & Barry, 2020). The Messenger, may God’s prayers and peace be upon him, also advised discussion with children to impart a message and teach them the tenets of the religion. The Prophet interviewed youngsters in various narrations, including ablution, prayer, honouring parents, respecting animals, and not sitting on public roads (Yilmaz & Barry, 2020).

c. **Encouragement Strategy and Implementation in Organizations from Conventional and Islamic Perspectives**

Lorem Encouragement strategy provides the urge to take a specific activity or behaviour, targeted at reaching specified goals (Jun, 2016). It is the means that ensure the continuity and success of any efforts with the completion of the objectives and the upgrading of the level of performance. As well as boosting creativity, innovation, and productivity (Bailey Jr, 2016). Creativity growth
requires: educating the individual who is capable of producing information and consuming it, which aids in encouraging the trainee and boosting their positives (Garzon Artacho, Martínez, Ortega Martin, Marin Marin, & Garcia, 2020).

Encouragement strategy from a conventional perspective, encouraging employees is one of the most essential secrets of a firm’s success since it drives employees to work and achieve more, hence better results in terms of work returns. Organizations use the strategy of encouragement by creating a unique and enjoyable work environment for employees that helps them carry out their jobs with confidence. Implements this technique by acknowledging employees’ successes. Supervisors play a crucial role in consolidating this strategy by increasing the employee’s team spirit and paying attention to the employee’s requirements at work. This method can also be executed by fostering constructive rivalry among employees in the work team (Kostyuchenko, Rudenko, & Dubrovskaya, 2019). Dittmar (2015) explained that adopting the encouraging technique demands paying attention to the employee’s habits and recognizing his abilities at work. This makes it easy for the supervisor to find the ideal manner of encouragement, and to avoid negative influence on the employee’s colleagues.

The encouraging approach is an educational technique par excellence, introduced by Islam before it was promoted by current educational studies (Islam, Haque, Jahan, & Rahman, 2021). The Holy Qur’an was a catalyst and encouraged believers in many verses he states (the excellent work of male or female, whosoever believes in a good life and repay them their reward what they do best) (good work of male or female, whosoever believes in a good life and recompense them their reward what they do best). There are also various ways of encouragement in the Qur’an including promises, praise, compliment, building confidence, and igniting enthusiasm (Islam et al., 2021). In the Prophetic Sunnah, the Messenger of God, may God’s prayers and peace be upon him, used with each person adapted to tangible motivating elements. Sometimes, he applied moral incentives (Islam et al., 2021).

Among scenarios in which the manner of encouragement became obvious is what Abu Hurayrah, may God be pleased with him, narrated, who said: It was said, O Messenger of God, who will be the happiest people with your intercession on the Day of Resurrection? The Messenger of God, may God’s prayers and peace be upon him, said: I thought, O Abu Huraira, that no one would ask me about this hadith before you when I observed your haste to speak the hadith (Islam et al., 2021). Such moral encouragement as his father Huraira, may God be pleased with him, received from a teacher is a motive for more seriousness and effort in learning knowledge and creativity (Al-Majali & Sunna’a, 2013).

Islamic law is enthusiastic about promoting the skill of encouraging others, which is a fundamental skill for every human being to attain success. Islamic law invites people to do good, we find excellent deeds 10 times. This is confirmed in various passages in the Noble Qur’an, including the Almighty’s saying: He who brings a good deed will have 10 like it> [Al-An’am: 160]. It was evident from the motivation to do well, that God honoured man with a multiplication reward. It is one of the highest pictures of encouragement to do good (Zaleski, 2021). The Prophet’s Sunnah was concerned with exploiting the available possibilities, such as supporting the rebirth of untapped and underutilized land. On the authority of Saeed bin Zaid, on the authority of the Prophet, may God’s blessings and peace be upon him. He said: “Whoever revives dead land, it is his.” Sunan Abi Dawood. This provision offers economic and agricultural growth and
encouragement to employment and construction. It impacts output at the individual and government level (Islam, 2021).

Methodology

The present study adopts the descriptive-analytical method. Carry out that analysis is one of the most essential scientific research approaches and the most popular in scientific research. This approach’s success is its tremendous versatility and comprehensiveness (Sushma, Suresh, & Hegde, 2018). In this study, reliance was made on the interpretation of Quranic passages, the investigation of facts in the Prophet’s biography, and the inference of a method to apply techniques. The outcomes of research in current companies were evaluated and the goal of applying methods was compared from both perspectives.

Findings

The Islamic religion is concerned with creative thinking strategies revealed in numerous situations in the Holy Qur’an and the Sunnah of the Prophet (Aziz & Pasaribu, 2021). In Islam, the Sunnah addresses brainstorming strategy and its relevance to the quest for positive ideas. It also provides the possibility to collect ideas and their teachings and choose the finest ones. He urged the Messenger, may God’s prayers and peace be upon him, to train his friends, motivate them to share their thoughts, and offer them the opportunity and dialogue with them to develop a constructive notion. The Biography of the Prophet explained the brainstorming approach by asking questions, collecting opinions, and choosing the best. The interests of the Prophet, may God’s prayers and peace be upon him, were many to execute and stimulate thought to consolidate this process and enhance brainstorming skills among Muslims. The Messenger, may God’s prayers and peace be upon him, used to listen to all views and consider them necessary and discourse with their owners in the language of reason to adopt the finest of them (Rawlinson, 2017).

Discussion

The Islamic religion emphasized dialogue as a strategy as it manifested in the incidents of dialogue in the Holy Qur’an, such as God’s discourse with the Prophet Moses. This debate demonstrated the importance of this method in Islam, and its adoption in different settings to teach individuals the abilities of dialogue, communication, and persuasion. It became evident that Islam wants to show the masses that discourse is better than choosing individual decisions. Through discourse, the image will be completed, and things will become more evident to the parties. In the Sunnah, the Prophet, peace, and blessings are upon him, emphasized in this strategy (Beigi & Mozayani, 2016; Franceschelli & O’Brien, 2014). The Messenger gives a topic for debate and leaves open discourse between adults and youngsters. To listen to everyone and teach them that discussion is the basis of obtaining the objective. Implementing dialogue has abilities, including the Messenger, may God’s prayers and peace be upon him, when he advised his companions to listen and communicate well respect viewpoints and discuss them to attain the goal (Atkins et al., 2017).
The encouraging strategy is one of the strategies that Islam has addressed. The encouraging approach is a model training strategy proposed by Islam long before recent research requested it (M. S. Islam et al., 2021). In numerous verses that urge good, the Holy Qur’an was a motivator and encouragement for believers. The Qur’an also provides several forms of incentive, such as promises, praise, flattery, raising confidence, and igniting enthusiasm (Islam et al., 2021). As I indicated in the Prophetic Sunnah, the Messenger of God, may God bless him and grant him peace, used whatever material motives suited him with each person, and employed moral motives at times (Al-Majali & Sunna’a, 2013). Among the training scenarios in which the method of encouragement occurred is what Abu Huraira, may God bless him, described (Al-Majali & Sunna’a, 2013).

Conclusion

The Islamic faith is deeply concerned with logic in its interlocutor geared to the minds. The Islamic religion outlines various ways for creative thinking to achieve goals, some of which were described in the Holy Qur’an. There are training tactics referenced and discussed in the Islamic religion that incorporate information and abilities for creative thinking strategies. Examining these strategies and training situations in the Noble Qur’an and the Sunnah of the Prophet indicates that these are creative thinking strategies. The most important of these strategies that the Islamic religion about can be described as follows:

Brainstorming strategy is one of the strategies listed in the Holy Quran. He also paid attention to its interpretation and explication of its value. This method has been mentioned in actual circumstances and has been explained, and solutions to cope with it have been explained. The Sunnah further underlined the relevance of this technique in the individual’s thinking, satisfaction, and development of his thinking skills. The Islamic faith is concerned with acquiring the ability to collect ideas, filter them, and pick the finest ones to accomplish the intended results.

The dialogue strategy occupied several places in the Qur’an in dealing, including the dialogue between God Almighty with the Prophet Moses. The interpretation of these verses highlighted the skills of dialogue and communication to attain the established truth and conviction. As indicated on many occasions to fix problems. He illustrated the usefulness of this method in boosting the thinking talents of the individual and challenging them to think beyond the box, to reach a belief. In the Sunnah of the Prophet, peace, and blessings of God be upon him, he questioned his companions seeking to instruct them on the appropriate management of personal and public affairs.

The encouragement strategy is one of the strategies stated in the Holy Qur’an. He also paid attention to its interpretation and explication of its value. This method has been mentioned in actual circumstances, and it has been explained, and solutions to cope with it have been explained. The most beautiful depiction of it was doing good to others, for God Almighty multiplies the reward ten times more for him. The year also discussed the value of this technique in building individual and group thinking skills to urge students to pray and give alms since God will multiply them for them.
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