

**FOSTERING CREATIVITY AND INNOVATION THROUGH LEADERSHIP**

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**ABSTRACT**

Fostering effective promotion of creativity and innovation in the workplace is an integral part of success for businesses. This paper examines research from cases and discusses the attributes of each leadership style, along with the frequency of use of each style. It found that there are specific leadership behaviours which facilitate creativity and innovation in a particular socio-cultural environment or in a specific organizational setting. It is not only the leadership styles, but the capacities and capabilities of the leaders that need to be given proper consideration when discussing creativity and innovation leadership in organizations. To ensure effective leadership for creative efforts, there is a need to develop the necessary capacities and capabilities among the managers. Ultimately, leaders have the opportunity to utilize a preferred style; however there are several intangibles which a leader must possess to make sure creativity is fostered in the workplace.

Keywords: