

Shaposnykov K.S.

INNOVATIVE TECHNOLOGIES CORPORATE TRAINING: START OF CREATIVE CYCLE

This article focuses on coverage of one of the innovative technologies cooperative learning in the field of telecommunications. On the basis of the analysis proposed model of the creative cycle in corporate management operators (ISPs), telecommunications.

Despite the apparent multidimensional manifestations of creativity, innovative technologies existing corporate training that can be effectively used in the practice of corporate governance operators (ISPs), telecommunications is not much. Consider one of them, which for us is particularly interesting since it implies launch creative cycle of three phases: a dreamer, realist and critic. It is our deep conviction when using any strategy guide operator (ISP) telecommunications should be aware that the strength of the chain is determined by the strength of its weakest link. For creative control most dangerous, in our opinion, is when such a weak link appears staff. It is then appropriate to launch creative cycle.

Creative loop group or team naturally stimulates the transition from corporate strategic vision to the development of process goals aimed at achieving the overall objective of the operator (ISP) telecommunications. In our view, the key management group creative process is the ability divide routine role participants group or team on individual cognitive processes interactive, stimulating interaction needed to implement the plan. This goal, which stimulate the creative abilities of staff certainly are promising. In addition, these goals are in a

phase of long-term and short-term dreamer in phase realist.

An interesting from this point of view is the approach that says that any staff development strategy should recognize that different people have different capacity. One man more capable of being a dreamer, another realist, third critic, and therefore appropriate method to stimulate creativity in the team is focus on the development of each employee the ability to express themselves in all phases of the creative cycle. However, there is another opinion, under which it is necessary to identify, and then use the most pronounced ability of individuals.

Despite the existence of various approaches, we believe that the various business processes provider (ISP) telecommunications differently stimulate creative abilities at different stages of the creative cycle. We believe that effective organization run creative cycle for staff operator (ISP) telecommunications should include the existence of separate jobs for the dreamer, realist and critic.

Thus, our scientific and methodical approach allows using horizontal strategic vision iterative form optimal strategy for implementing the idea, while stimulating creative abilities of participant's cycle. Logically the question of how best to form a group of participants and what features it will work, because some someone with different inclinations should combine in a creative team. The answer is likely to be offered even economics.