

## The Role of Educational Manager on Creativity and Sustainable Learning of Students

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**Abstract:** Creativity is a joyful way to a bright future and can help the comfort, excellence and well-being and the present and the future of the human's social life. If we don't pay attention toward the dynamic and creative education in schools then we have to wait for the backwardness of our country in the future. Creativity is the real need of today's society and educational managers as the powerful muscle of the educational system can deepen the understanding and foster creativity and affect the learning of students. This study which is conducted based on library method with a systematic approach try to identify factors that education director should pay attentions to them for having a creative, dynamic and creativity nurturer school, including organizational culture, management style, identifying the creative community and its impact on that creativity and knowledge and understanding the creative teachers and using of creative teaching methods of educating and its influencing on selecting the teacher, the role of space and equipment, the role of art as an interdisciplinary course, paying attention to proper evaluation and recognition of the family as the most important factor for identifying and fostering creativity and as the manager arm.

**Key words:** Director, creativity, organization, community, student

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### INTRODUCTION

Debono argues that the fundamental purpose of education and educational systems is conducted to foster creativity or thinking in a way that as the people can recognize obstacles on the way but also they can deal with problems to achieve the required intellectual development and the necessary flexibility for the upgrading of the quality of life (Farhang *et al.*, 2007). One of the problems of graduates (output) of education is that even after all these methods and changes in content, they cannot have a creative mind for income, employment, entrepreneurship, education and even in their everyday life. The policy makers of every community would like to see young people success in different areas and at different levels to improve the country's standing but unfortunately your country has not achieved a place that is worthy of it. We should pay special attention to ward proper, deep and creative education in schools other wise, we should wait for the backwardness of our country in the future. Educational Manager is the representative of the macro programming of the country at the schools and on the other hand due to the powers he had he can affect all human and non-human factors in order to identify and foster creativity and culture learning to learn and can be

very effective. One of the effective factors is organizational culture. Korkmaz and Arpacı argue that organizational creativity means delivering innovative thinking and new design to improve the quantity or quality of the organization's activities such as increasing productivity, enhancing products or services, reducing costs, products or services by better methods, new products or services and so on. In this respect, organizational culture can play an important role in the creation of organizational behavior and change within the organization. The presence of a creative organizational culture and creative styles in the form of common beliefs and thoughts can create a space full of vitality, passion, innovation and ideas. Martinez in his study entitled "Establishing an Organizational Culture Stimulating Creativity and Innovation" came to the conclusion that organizational culture can affect creativity in organizations. According to Bayat as any amount of organization's culture gets closer to the participatory culture, the higher its creativity and as the creativity of an organization's culture gets closer to the hierarchical culture of the organization, its creativity will be lower. The environments of enterprise in which the spirit of creativity in them is populated have organic pellets because they are committed to human factors and they basically

promotes creativity and innovation efforts and if disciplinary regulations to be seen in them those are according to encouragement to the productive activities. Tabari and Oladzadeh in the investigation entitled as the factors affecting on attraction and retaining of talent in primary schools came to the conclusion that the values and culture of the organization can favorable impact the attraction and retaining of talent in the organization (Mojtaba and Esfandiari, 2016) in their research examined the impact of leadership style and creativity and found that the uncontrolled supportive style are the important factors affecting creativity and innovation. Other factors that educational manager with special attention to them and creating systematic communication can be effective toward potential talents and students and teachers, space and equipment, society, art and family are also noted in this category that they will be discussed.

## **MATERIALS AND METHODS**

The present study was carried out by the library method. The following are used to collect information from various sources.

- Library resources and use of documents and statistics
- Internet
- Observations and experiences

**The community:** Pejman believes that creative society is a society that there are infinite ways to achieve success in it. In a country that has put creativity at the center of his plan, people are always thinking of new ideas. Ideas and plans that go beyond the framework and rules of conventional thinking has given a chance to the person to be different and varied. Hennessey and Amabile 6 expressed that our research has shown that social and environmental factors, play a major role in creative work. Harrington based on knowledge of the environment in biology is founded his social theory of creativity. He believes that creativity is not a product of an individual unit, at the same time and in a particular place but it is rather the one habitat (ecosystem) in a creative environment that all members and all aspects of the environment interact in it. A society that goes toward the future where people are like the cells of a living organism that has evolved with the development of harmonious look. In the creative community, people every day are faced with new questions and dilemmas and issues. Creative society is a society where people have a deep understanding of the world around them and to solve problems in new ways to benefit from after extensive

research found that cultural factors, more than any other factor are associated with creativity. She wrote “the greater the size and pleasant of atmosphere the more open the society and people act with greater freedom and a sense of responsibility during an investigation about occasion of the cultural conditions of Behzad area with art and his creativity which are known by these following factors. The favorable economic situation and welfare of people living there. The presence of people who like culture and art in power and their support for art and creativity.

**Teacher:** The teacher’s role as a pillar of the educational system in the prosperity is inclusive of the utmost importance. These flagship of education system can foster creative people who are problem solvers of the today’s progressing society and play a significant role in the development of the country.

Research of Pardo showed that teachers who are trained have a significant impact on creative performance, academic achievement and cognitive development of students (Alsadat, 1999). Empower teachers by using creative teaching methods, can teach most inappropriate content in a creative way. What are some ways to foster that creativity has different opinions here are a few examples: Amabile argues the group discussion method because he believes that this method makes learning sustainable. Witten unfortunately, education in schools, accustomed students to convergent thinking and this has caused attitude to accede to the risk that divergent and required thinking cannot not be gained. Farooqi and Lipman pointed the education research-project axis and he believes that a research based educational system can boost moral skills such as social tolerance, confidence and true curiosity and fair competition which is pointing to the Cheragh Cheshm pointed to the techniques of brain activity or brain storming, forced association, turnover-fi, nominal group technique and parallel thinking that include role playing, random and reverse link. Professor Lipman about the role of clean power of argument in the lives of people came to the conclusion that many students and even students lack the ability to reason and good judgment are the result of lack of training in their thinking and reasoning in childhood, so a new program entitled education philosophy for children “aims to improve children’s reasoning in thinking, design and make it into a school. According to Shabani, telling stories without end or without a title, participating Children in creative drama to the story, illustration and painting focuses on the story are the important factors. Reverse and innovative teaching method sare effective methods to foster creativity and dynami clearing that a teacher can

use them. Mehrnegarbeh quoted from the Institute of Foorozan, refers to Color Psychology that argued the blazing influence of the effects of color on teachers' clothes toward students.

**Space and equipment:** Paying attention toward the importance of school spaces makes students have a sense of belonging to school because that's where teamwork, social relations, dynamic and forward-thinking learn school space should be standardized and therefore in order to foster creativity and learning body namic. Head Master said that the child should be integrated with nature. Natural factors such as soil, light, wind, plants, animal and stimulate the visual sense, hearing, touch and smell and cognitive plays important role in identifying the environment as well as creating a sense of tranquility. Habibi argues that the kind of relationship with nature, existed on past patterns of Iranian architecture in the courtyard garden. Garden creates and reflects non-negligible impact in providing risk environment for teaching and invites visitors to reflect in educational settings in cities (Quoting 22) Pedigree child's creativity needs a harmonious and balanced proportions of architectural events. A creative architecture and the growth of the child's creativity takes place and a colorless and drab architecture cripples children. Children need to have a familiar thing in anything. This helps form a strange environment and creates a new second home for them Mahmoudi states that square and close to the square forms are stable and reassuring and are suitable to place decision-making and pause, circular or curved and circular forms look soft and experience have shown that Kids love forms which are soft and can be used in different spaces of these forms, simple forms, especially symmetrical balance and induce irregular forms and can force children to follow their creativity to stimulate the imagination (Dasti *et al.*, 2016). The classroom should be designed so that teachers can order it to be involved and learners as a group (3 or 4 or 5 people) together to sit together and interact because group raise work creativity and reduce disciplinary problems and pervasive prepare for life more dynamic and more successful.

In a study that Harrison conducted, come to the conclusion that information and communications technology, makes the education deeper and more effective and causes the development of creativity (Puran, 2016). It should be noted that the proper light of class according to time of day and nights and seasons and heating and ventilation conditions should be such that promote the quality and conditions of education and creativity to increase productivity. The colors around us leave wondrous and miraculous effect on spirit, thought

and mind Azimi believes that the use of bright colors in an educational setting increase specific actions and enhance intellectual and cognitive brain directions, color can affect learning time detection sense, green and tranquil blue color causes the slow estimate of the passage of time and it is proper for the long time classes.

**Art:** In this hectic and transient world, all people with awareness will benefit of inner peace. Such peace, rooted in self-knowledge and at the same time depends on honoring the creative branch, individuality of each human (Yahya and Narges, 2008) says that the creation of any work of art takes place in the area of creativity. Creativity is an experience, an experience that first place in the mind of an artist, between the conscious and unconscious mind of himself and then arises in a place in the mind of the artist and the audience (Shahram *et al.*, 2010). The administrator can care for interdisciplinary art lesson as a lesson to foster a generation inventive, creative and innovative step. Taherkhani in his study concluded that based on the effect of art education the resulting changes in the experimental group has been conducted. He believes that during the school if the students controls under a trained instructor that can help to freely help using the imagination and then they can aid their intellectual developmen in collaboration with other researchers from the University of Arizona study entitled "The Impact of Putting Children to Work in Theater Based on Their Creative Power and Artistic Sense", concludes that "this method can be used in the 12 year old application of school children and ultimately enhances the flexibility, self-direction and a variety of creative thinking, risk-taking and also a natural partnership Venice.

**Evaluation:** Another factor that educational managers with the knowledge of it and proper monitoring could take step is evaluation. The evaluation is to examine and judgment of value, quality, importance, degree or condition of a phenomenon based on one or more criteria. Qualitative-descriptive assessment is a manner of evaluation of educational-academic education which provides valid and necessary information for accurate and comprehensive understanding of learners in different aspects of learning, like using appropriate methods and tools to measure as well as test pencils and functional testing portfolio, observations about the process of learning, self-assessment, peer assessment, individual and group projects and then based on the analysis of collected evidence and regular basis for data and targeted information, needed descriptive feedback to help to better learning in the optimal mental-emotional space (Bahman, 2016) noted a statement about the evaluation and

creativity in a dynamic and comprehensive evaluation, all aspects of the child's personality should be considered. Freedom of thought is one of the creativity and innovation factors.

Conti and Amabile found that the competitive assessment has the greatest impact on the creativity of girls (Puran, 2016). The most basic element of dynamic systems is feedback which is rooted in the control and communication. Educational feedback which is the same process that the make learner aware of how is his learning and assist him in correcting his behavior.

According to Fodor and Carver if the evaluation could have feedback effects, especially positive feedback, research has shown that in such a situation, a positive correlation was observed between the succeed creativity and motivation.

**Family:** Family environment has important effect on education, learning, understanding and foster creativity in children and adolescents. When students deal learning with a creative approach, their logical thinking, critical and learning power would grow deeper. Rowan argues that the emergence of creativity is closely related with GPS [Quotes 1] Mehrafzastated that there is a significant positive relationship between the family emotional atmosphere amenable to the principles of democracy and creativity [cited 16].

Leslie believes that one of the important characteristics of parents is having the opportunity to encourage-not suppress-curiosity, creativity of the children. He says: "Why?" To encourage.

The game is where imagination meets reality Doctor Spock said we should let children free games to manage their affairs and games and able to play to learn necessary knowledge of games they should entrust the optional string of the games into the hands of the children so to do what his imagination says, only in this way that his game would be useful. The results of Gholam Ali and Karim Zade study showed that computer games is significant in reducing the size and extent of the student's originality.

Muzaffar says that the child's exposure to environments and cultures and people and experiences and different ways have caused on the thinking and creativity of them. He also emphasized the doubling of creativity of children in natural, thick and green environments and ask their families to make use of it. Experts suggest to encourage children to storytelling and drawing from their daily experiences.

## CONCLUSION

However, individual differences and intrinsic motivation are effective toward organizational creativity

but undoubtedly other factors such as knowledgeable and creative leadership, considering human resources and having positive relationships, coordination and compliance interests and talents, can cause the organizational creativity. Education can consider the "creativity" as one of the factors affecting the learning and training. Let us remember that in order to having active and creative and thriving society, we should consider the culture of the school organization, the role of the teachers and coaches, spiritual and physical conditions of the society and the impact of scientific methods and effective use of group work methods and creating communication with parents as well as the continuous and effective interaction with the family and school which seem essential. Powerful educational manager considers the organizations and all of it as a system and take a clever step by a good planning with the wisdom and knowledge of their impact on student learning and creativity in order to build a better and more beautiful future.

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