

## **THE ORGANIZATION OF THE FUTURE: THE CREATIVE ORGANIZATION**

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**Abstract:** The paper first outlines the mechanism of change in knowledge-based organizations. The outline offers an effective model pertaining to the stage in which the aspects that need to be changed are diagnosed, a model set against the background of creativity. The paper then offers an original synthesis of the basic features of the 21<sup>st</sup> century organization. What lies at the center of these features is creativity. It then presents the creativity demands that correspond to each component of the management system: the decisional subsystem, the organizational subsystem, the informational subsystem, and the methodological subsystem. Thus, the paper demonstrates that economic and administrative managers are often outdone by creative managers, who are more suited to making these subsystems as effective as possible.

**Key words:** creativity, management, knowledge, organization, change.