

## Transformational Leadership Behaviors and Their Impact on Organizational Creativity

**Authors :** Mohamed Saeed Ahmed Salman

**Abstract :** The aim of this Current Study is to reveals the impact of Transformational Leadership on Organizational Innovation in Mobile Jordanian Communication Companies, (Zain; Orange; Umniah and Xpress). The study depends on descriptive and analytical mothodize using the practical manner, study sample consists of Head of section and Experts from all Specializations in Mobile Jordanian Communication Companies amounted (120). A major study finding all Transformational Leadership Behaviors was median extent. The innovation adoption and innovation abilities availability was high extent. Besides there is a significant statistical impact of Transformational Leadership Behaviors, (Idealized Influence; Intellectual Stimulation; Individualized Consideration and Empowerment), on Organizational Innovation (innovation adoption & innovation abilities availability). It can be said that organizational creativity is the adoption of new ideas and behaviors that are applied in the organization, whether this is in creating new products or services, or new technology that is used at work. Transformational leadership is a process that occurs when one or more people engage with others in a way that enables leaders and followers to raise each other to higher levels of morals, motivations, and behaviors (desires, needs, ambitions, and followers' core values). An effective leader under transformational leadership is one who has a high ability to communicate, motivate, delegate, and listen to others, and is characterized by great flexibility in solving problems and dealing greatly with variables. The difference between creativity and innovation, in conclusion, innovation, invention, and creativity are three important elements for any institution or organization, and there is a fine line that separates them, which is that creativity works to generate new ideas, while invention makes them tangible, and innovation makes them valuable.

**Keywords :** leadership, organizational, transformational, creativity

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