

การทดลองใช้แนวความคิดสร้างสรรค์ของผู้ปฏิบัติงานในระดับจังหวัด :
ศึกษาเฉพาะกรณีจังหวัดยะลา

**The Enhancement of Creative Thinking of Provincial Administration Staff :
An Experimental Approach in Yala Province.**

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Executive Summary

Development Administration at the provincial level usually faces the problem of government officials lacking creativity to introduce projects which respond to the development guideline and solves the people's problems because these government personnel are faced with rigid structure, authority and policy which is not capable to encourage a creative environment. Threat from separatist terrorists in the southern provinces also augments the pressure, deficiency and tension which makes operators increasingly lose their morale.

Yala Province places an emphasis on creative thinking among its personnel because it enables the discoveries of new strategies. The opportunity of success in problem solving is enhanced when the staff participate in the thinking process and mutually share the responsibility while their morale is also boosted.

The method used in Yala starts from the promotion of learning process within the organization, the so-called 8-fold creative thinking concept, which served as an experimental instrument to develop initiatives. It comprises His Majesty the King's concept of sufficiency economy, concept of solving problem process, concept of information application, concept of thinking system, integrated thinking, strategic thinking, positive thinking and lateral thinking.

The result of the two-year study during 2008 and 2009 which adopted the creative thinking approach reveals that Yala is able to use the above mentioned concept and succeed a great deal. The process of creative thinking concept enables a selection of significant substance from each concept so as to designate a great number of new development projects as stated in the strategies and development plan of Yala Province for the fiscal years of 2008 and 2009. At the same time, staff members increasingly recover their morale because the allocated budget materialize their concept and a competitive environment of thinking is built up as well as the fact that they are rewarded on merit system.

Such success comes from the best support from the governor who declares an administration policy which says “personnel cherished, mission accomplished” in addition to good supportive factors such as teamwork development, knowledge development, budget support and an annual contest of best thinking.

Nevertheless, though a promotion to adopt the creative approach is beneficial to initiative, the result of the project is not quite significant. It is necessary to place an emphasis on result - based management and appropriate evaluation on the condition that those standards must not destroy the environment of initiative need which has already been implanted by creative thinking approach.

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