

**Abstract:**

**Release of Human Creativity within an Organization**

**Research Question (RQ):** What are the conditions for creativity in the researched organization?

**Purpose:** The purpose of this study was to determine how employees understand the conditions for releasing creative potential in an organizational unit.

**Method:** The study used a descriptive approach in which the characteristics of creative organizations were defined, the objectives and policies (expectations of management) of the organization were summarized, and a survey among employees was carried out that were statistically analysed.

**Results:** The results showed to which level conditions for creativity are established, how employees understand organizational policies related to quality, and how employees evaluate the creativity level of management.

**Organization:** The management of organizational units obtain answers related to creativity conditions and influence of leadership. In addition, the research findings will be used to increase individual's creativity.

**Society:** The research emphasized the importance of the activation process, the promotion and maintenance of creativity within an organization.

**Originality:** This is the first such study in the researched organization.

**Limitations/Future Research:** The study is based on a questionnaire containing seven statements and was conducted in only one of the organizational units within an organization.

**Keywords:** creativity, innovation, organization, quality, progress, satisfaction.