
**DIAGNOSIS PATTERNS OF INNOVATION AND ADMINISTRATIVE LEADERS
AND THEIR ROLE IN ACHIEVING STRATEGIC SUCCESS / FIELD STUDY**

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ABSTRACT: *Is a creative tool and basic actors for the growth of organizations and survival, as organizations seek to enhance the creative capabilities of employees and development to become a creative behavior fundamental value in culture, from here, the research focuses on the diagnosis patterns of the eight Innovation (Diligent, strategic thinker, thinker, analyst, owner of harmony, who cares, thinker critic, sensitive, Navigator) and their role in achieving strategic success and its dimensions (strategic vision, effective implementation, Culture motivational, Horizontal organizing) through a sample survey of officials in modern Painting Industries Co., which amounted to the views of (28) individuals adoption questionnaire as a tool for data collection and information and their responses were analyzed using statistical methods (mean, standard deviation, Cronbach's coefficient alpha -, the correlation coefficient, test, test, Kay Square) and was the most prominent conclusions: 1. There is a positive and strong relationship between the modes of creativity and strategic success. 2. Creativity patterns affect the achievement of strategic success and influence is the percentage of 50%.*

KEYWORD: Innovation, Patterns of Innovation, Strategic Success.

INTRODUCTION

It has become clear through research and studies to the importance of human resource and its vital role in organizations as the change in the characteristics and capabilities and skills leads to the impact on the organization in general to enable it to competitiveness and improve their performance to reach the strategic success, so is the patterns of creativity as one of those mechanisms that branded them organizations and leaders of the future, which supplies the vision and the creative capacity to contribute to the achievement of future goals. Given the importance of patterns of creativity and its role in improving the performance of organizations and achieve its goals toward strategic success using optimal resources available, came this research which addresses a vital subject is diagnosed with patterns of innovation by clarifying the concept of creativity and patterns, and the concept of strategic success and his opponents and dimensions across the fourth sections singled out first section methodology Find, while the second section importance the basic concepts of patterns of innovation and strategic success, and in the third section analysis of the search results and test hypotheses, and the fourth section resulted in the most important conclusions and recommendations reached by the search.

RESEARCH METHODOLOGY

First, the Research Problem

The human resource is one of the elements that lead change in the characteristics and capabilities and skills to influence the success of organizations in general, and thus the survival and continuity. Because studies have shown that the success of organizations depends on

several reasons, including the availability of innovative capabilities of employees in those organizations as a way for the president, as well as, being one of the main sources of success and to increase the ability of organizations to compete and to continue in the market, so it was this research catalyst to make sure that the achievement of the case strategic success in industrial companies goes back to practicing what led to different patterns of creativity in the way of dealing with labor and workers, and therefore the essence of the research problem can be embodied by answering the following questions:

1. What types of creativity prevailing in the company researched.
2. What level of strategic success in the company researched.
3. What is the relationship between the modes of creativity and strategic success.
4. What is the effect of patterns of creativity in strategic success in the surveyed company?

Second, the Importance of Research

1. The research contributes to the clarification of theoretical frameworks for both subjects (patterns of creativity and strategic success) in terms of the concept and dimensions and this will contribute to building a solid base for the company researched benefit from practice.
2. Find gaining importance through the selection of a global scale reliably to diagnose patterns of creativity in an environment totally different from the Iraqi environment.
3. Find derives its importance from the hypotheses that may stimulate further research enriches the subject.

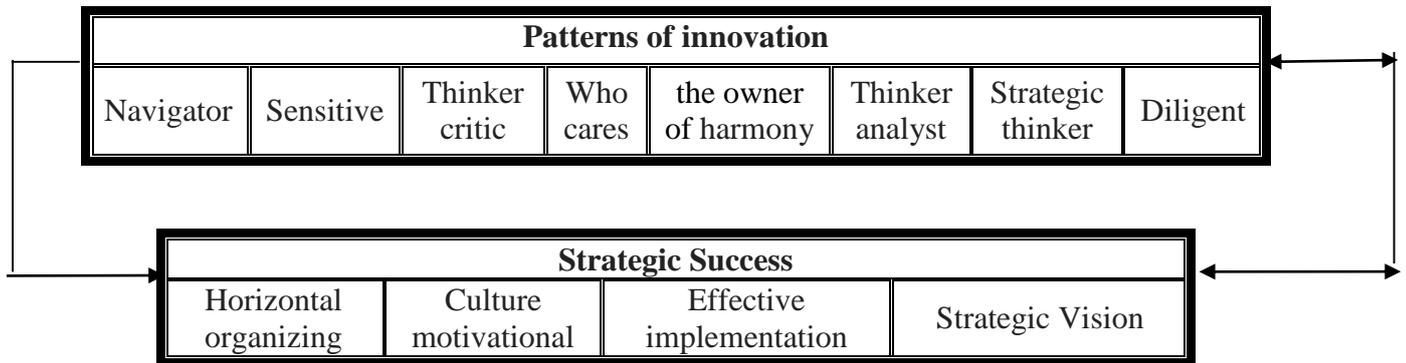
Third: Research objectives

1. Diagnosis patterns of innovation in the company researched and the level of strategic success through a sample survey of the views of officials.
2. Determine the relationship between the modes of creativity and strategic success and statistical significance.
3. Measure the impact of patterns of creativity in achieving strategic success in the company researched.

Fourth: Research Model

I have been a specimen Default design research shows the relationship between the two variables influencing search has been adopted in the classification of patterns of creativity (Fanker, 2004), while the classification adopted in the strategic success on a scale (joyce et al, 2000) and (Figure 1) shows a Research Model

(Figure 1): Research Model



Fifth: The Research Hypotheses

1. Vary the level of severity of the sample researched answer about the prevailing Patterns of innovation in the company researched.
2. Vary the level of strategic success in the company researched depending on the sample researched agreement on indicators that represent them.
3. There is a positive correlation statistically significant differences between the modes of innovation and strategic success.
4. There is a significant effect of patterns of creativity in achieving strategic success in the company researched.

Sixth: Research Method

The current research on qualitative descriptive approach in the diagnosis patterns of innovation and strategic success of the company researched and quantitative analysis approach in the interpretation of the relationship between research variables adopted.

Seventh: Borders Search

1. Human Frontier: include officials in the upper and middle administrations (Commissioner, m. Director of the Commissioner and Director, Division, responsible Division)
2. Time limits: extended time limits to search from 01/01/2014 until 12/01/2014.
3. Spatial boundaries: The research covered Modern Painting Industries Company, a joint stock company and one of the mixed sector companies, founded in 1976, produces dyes of various kinds, they are well-known quality of products subject to the regulations of the Central Agency for Standardization and Quality Control Company, where no other branches in Iraq.

Eighth: The research sample

Was chosen intentional officials sample totaling (28) individuals who have information about the company and its operations productivity tasks The following table described the research sample.

Table (1): Description research sample

PERCENTAGE%	FREQUENCIES	INFORMATION	
64.3	18	Male	Gender
35.7	10	Female	
7.1	2	فأقل 26	Age
17.9	5	45 – 27	
75	21	فأكثر 46	
10.7	3	فأقل 11	Length of service in the company
50	14	20 – 12	
39.3	11	سنة فأكثر 21	
3.6	1	Director Commissioner	Career Title
3.6	1	M. Director Commissioner	
28.6	8	Member of the Board of Directors	
25	7	Director of the Department	
39.3	11	Division official	
42.9	12	Technician diploma and less	Educational qualification
57.1	16	Bachelor	
100	28	total	

Shown in Table (1):

1. The vast majority of which form (64.3%) are male while the proportion of females (35.7%).
2. Most of the surveyed respondents ages fall within the age group 46 years and over who make up the proportion (74%) while the lowest age group was 26 years old and less.
3. The highest percentage who have Length of service in the company are within the category (12-30 years), a (50%) while the lowest proportion of those who have (11 years and below) they make up ratio (10.7%).
4. Forms (57.1%) of the sample surveyed who have a bachelor's qualifications while the proportion (42.9%) who have a technical diploma and less degree.

Ninth: Search tool

Used the questionnaire as a tool head of the collection of the information of this research, which contained up to (40) questions for the variable patterns of creativity and these questions are derived from the scale-ready and prepared by Professor (Carl Fanker) founder and creativity workshop in Munich, the German city has been adapted to suit the Iraqi and the environment, either variable strategic success has been to take advantage of the arguments (Joyce et al, 2000), which includes four sub-variables for each variable (5) questions became the questionnaire includes 16 questions and the Likert scale quintet (completely agree, agree, neutral, I do not agree, do not completely agree) and weights (5.4, 3, 2.1), respectively.

Tenth: validity and reliability

To achieve the sincerity of the tool offered on a group of arbitrators from specialists to confirm them and amended paragraphs according to their views and when to hold her fortitude was used Cronbach's coefficient scale - Alpha, which amounted to (0.86) and this result indicate the accuracy and stability of the tool.

Atheist ten: Statistical Methods Used

The weighted average, standard deviation, Cronbach's coefficient alpha -, the correlation coefficient, test t, the coefficient of determination, test.

THE BASIC CONCEPTS AND INTELLECTUAL UNDERPINNINGS OF THE PATTERNS OF INNOVATION AND STRATEGIC SUCCESS.

First, the Concept of Intellectual of Creativity and Supporting Infrastructure

The roots of an ancient of innovation phenomenon Since that God created man is keen on its own or with a group, but scientific interest for innovation began the end of the forties and early fifties of the last century, and the beginning of the attention for innovation in business administration to the conference (Lndngtou) in the United States in (1958) in which he discussed the effects of of innovation in the field of work and his experiments and applications task. (al dahan, 1992: 179)

For this, the concept of innovation covers vast field, as it could not researchers to find one understood him, but differed in different views to him and according to the entrances of the study (Kubaisi , 2002: 93-94). Some of them crystallized the concept of innovation by focusing on being a process or activity performed by the individual and result in something new, and others have focused on being a generation or the adoption of new ideas and apply them, and others focused on the creative output that is authentic, value and Others Take it innovation by focusing on practice organization behavior to bring about change, behold, and others who ate innovation, according to the entrance to the personal qualities of the creative departing from the idea that the individual has additional skills for innovation (Dess et al, 2007: 36) (Fanker,2004: 66) and current research will focus attention on the patterns of creativity, according to the entrance. And it is the intellectual underpinnings of the innovation of the following (Wheelen & Hunger, 2008: 326)

1. The definition of organizational values and generalizes.
2. Focus on performance.
3. Encourage the spirit of independence and adventure.
4. Treated humanely.
5. Simplification of administrative procedures.
6. Create a regulatory environment that is flexible.

Second, Companies Need to Innovation

Companies need innovation to arise as a result (al emean, 2004: 390) (Johnson et al, 2005: 140)

1. Realizing and corporate decision that there is a discrepancy between the actual performance and the desired performance.

2. Changes imposed by the external environment to that of (economic, social, political, technological and cultural), and others.

So become a need companies distinguished a mandatory requirement for success and distinction in performance and to maintain continuity in a competitive environment, as understood modern companies in the countries need innovation, having established the administrative units aims to develop innovation favorable climate has such care unit creators and initialized, the unit OD unit research and development ... etc.

Third, Patterns of Innovation

Style: It is a known set of behavioral components that determines the character of the individual's performance in achieving certain goals (Hough et al, 2008: 230). The class (Fanker, 2004: 64-66) patterns of innovation based on personal characteristics of creators to (8) and patterns as illustrated in Table (2) which have been adopted in the current research.

Table (2): Classification (Fanker, 2004) Patterns of Innovation

N	patterns	The concept of pattern	Solutions to the problems presented	Quality problems	Adoption of risk	Self-confident	innovation ability
1	Navigator	New loves and finds it fun despite the attendant lack of clarity and the accompanying difficulties	Creative innovative	Complex	Very high in order to explore new	Very high	High and renewable
2	Thinker, critic	Puts his own values and balances and ready to oppose the prevailing rules and regulations, taking advantage of the criticism faced by these rules	Innovation critical	Very complex	High	High	High
3	Strategic thinker	Has the ability to draw new, which is available has information and has the ability to build new ideas	Innovative creative	Complex	Very high	High	High and holistic
4	Thinker analyst	Has the ability to see the logical sequence of ideas and continuity	Innovative	Complex	High	High	High
5	Diligent	The functions perform well and struggling	Innovative	Complex	Moderate	High	Good and renewable

		aware of its duties and painstaking work and development					
the owner of harmony		Increase his creativity whenever Joe action around him more comfortable and encouraged by the look is constantly striving to reach greater harmony in the workplace in a manner consistent with the requirements and personal desires	Typical	Normal	Low	Moderate	Moderate
Who cares		Pay interest or curiosity is a topic or idea being processed and has the strength and enthusiasm to work	Typical	Normal	Moderate	Moderate	Moderate
Sensitive		Has a taste and capacity imagination and the ability to understand the sensitive stuff and its surroundings	Innovative	Normal	Moderate	Moderate	Imaginary high

Third: the Concept of Strategic Success and its Components

Beginnings can be the first sensor for the emergence of this concept, which stems from the first two entrances efficiency and effectiveness of the second and combine them gives a clear picture to check that organizations moving towards its goals and then survival and success. (Al Azzawi, 2008: 127), so the strategic success is: the organization's ability to survive and air conditioning and growth in light of the objectives it seeks to achieve. (Rikabi, 1998: 220) Studies to come to realize the true value of the company lies in the intellectual capital (Obaid, 2000: 44) So crystallized strategic success in the context of long-term success and which aspires organizations achieved through ownership of a substantial competencies and successful leadership can deliver the vision to accomplish measurable goals that focus on staff development and motivation.

The Strategic Components of Success are:

1. Enjoy Executives visionary business.

2. Repeat what worked in previous times.
3. Focus on the connections active systems.
4. Adoption of precise criteria for measuring the success of the change programs. (Cobbold & Lawrie, 2001, 2003: 1 - 8).

Fourth: the Dimensions of the Strategic Success

He said all of the (AL halalma and Azzawi 0.22: 2009) to the classification (Joyce et al, 2000: 2 - 4) of the main reasons that lead to the success of organizations, namely:

1. Strategic Vision: means that successful companies interested in developing a clear and specific strategy, as well as the ability of leaders to see the future in an integrated manner and to identify opportunities in the environment with drawing long-term strategies to exploit those opportunities. (jamil,2010: 145)
2. Implementation of effective: successful companies focus on the implementation of the work in an effective manner expend to involve employees in the implementation of plans to remove the difficulties with the obstacles that stand in front of the implementation process and lay the groundwork for effective control on the implementation of strategic plans and achieving goals.
3. Motivational Culture: characterized by successful companies possessing a positive culture of driving to work to transform it from its current state to adopt new insights and application systems in line with the organizational culture, as well as, to encourage collective action to achieve quality in performance.
4. Horizontal Organization: is that the companies operate a decentralized system of authorizing powers and provide an opportunity for employees to act flexibly to reduce the prevalence of conflicts and team spirit to achieve coordination and cooperation between the departments.

ANALYSIS OF RESULTS AND TEST HYPOTHESES

First: Analyze the Search for Variable Patterns of Innovation Results

Table displays (3) the weighted average and standard deviations from the viewpoint of the respondents variable patterns of innovation and as follows:

1. Gained innovation pattern (diligent) first prize and the agreement of the surveyed sample, reaching the total of weighted average for this type (4.65), the highest in the middle premise of (3) on the scale space and a standard deviation in the amount (0.478), and stresses that result that the organization researched good capabilities in the performance of the business, development and the quest to find solutions to the existing problems at work.
2. Innovation pattern (the owner of harmony) in second place came the index reached weighted average of (4.50) higher than the central premise and the standard deviation of the year amounted to (0.509) indicates that the result that most of the answers to the sample questions from this pattern was moving toward an agreement, as it increases ability whenever creative atmosphere encouraging work and a catalyst, and they're trying to work constantly to get to achieve greater harmony between work style and personal requirements.
3. Achieved pattern innovation (who cares) ranked third, reaching the total weighted average to him (4.35) and the standard deviation of (0.588) and demonstrate that the

result that most of the surveyed respondents believe specialize in the work and build relationships to pursue in the performance of complex tasks to raise the level of production.

4. Occupied innovation pattern (strategic thinker) ranked fourth, reaching the total weighted average him (4.25) higher than the center-premise and standard deviation of the amounted to (0.627) and this result indicates the agreement of the surveyed sample that have the ability to new extraction Moguenin the circumstances and the others are not in control of their future and the future of the company's work they can take the risk and foot on the events of change and new activities and high harmony, relying on what assets they have the skills and knowledge of what is available for the information they have.
5. Came innovation pattern (thinker analyst) fifth rank, as it achieved a compromise the total weighted average amounted to (4.20) and the standard deviation of the amounted to (0.602), and reflects a good degree in answers sample researched which indicates that they have the skills to find solutions to complex problems and provide new ideas through attention to the opinions of others and to consult with them and recognize their contributions in the achievement.
6. Gained innovation pattern (sensitive) and ranked sixth in agreement sample researched, reaching the total weighted average (3.59) and the standard deviation of the amounted to (1.156).
7. Innovation pattern (critical thinker) seventh rank as reflected answers sample researched the level the total weighted average in the top of the center-premise, which amounted to (3.35) and the standard deviation in the amount came (1.004) indicates that the result that there is an agreement of the sample researched that they do not tend to opposition to the prevailing rules and regulations and insist fortitude to follow the methods of work and not to change it.
8. Innovation pattern (Navigator) came eighth and final rank, as it was the total weighted average (3.20) and the standard deviation of the year (0.690). In light of the foregoing the first hypothesis of the research which proves the severity vary answer sample researched about the prevailing patterns of innovation in the company researched

Table (3): Weighted Average and Standard Deviations of the Responses on the Sample Researched Patterns of Innovation Variable

patterns of innovation	weighted average	standard deviations
A- diligent		
1. You have the ability to persevere and evolution at work		
2. You have the ability to innovate constantly		
3. Pay attention to occupy the highest administrative position		
4. seek to participate in training courses that are available		
5. You have the ability to find a new solution to the problem list		
The total of weighted average standard deviation of the pattern		
(B) strategic thinker		
1. have the ability to draw new, which is available to have the information and knowledge important points and the construction of new ideas based upon		

2. You have the ability to imagine and questionnaire		
3. develop plans and studied carefully and believe in luck		
4. Do not believe that the circumstances and the others control your future and the future of your business		
5. loves address the problems of capacity		
The total of weighted average standard deviation of the pattern		
C: analyst thinker		
1. possess superior skills in finding solutions to complex problems		
2. You have the ability to see the logical sequence of ideas and continuity		
3. prefer to have parceled out certain cases to ideas to find a mechanism to work		
4. You have the skill in working time management		
5. always work to consult with workers		
The total of weighted average standard deviation of the pattern		
(D) the owner of harmony		
1. increase your innovation ability whenever the working atmosphere encouraging		
2. seeks to work in places that are compatible with the blessings of your priorities and desires		
3. constantly working to get to achieve greater harmony between the work environment and requirements		
4. you see your future in line with the future of your current job		
5. find it difficult to take tough decisions against defaulters		
The total of weighted average standard deviation of the pattern		
(F) who cares		
1. like to engage in a calculated risk and previously untested		
2. seeks to build relationships with the owners of work experience		
3. believe in specialization at work		
4. operate efficiently imposed on those who do not work the same efficiency		
5. seeking in complex tasks into sharper focus in the work to raise the level of production		
The total of weighted average standard deviation of the pattern		
(E) thinker Critic		
1. You have the ability to oppose the rules and regulations prevailing in the work and formulation of new		
2. rejects inertia and stability and tend to take the risk		
3. insist on knowing all things related to the work environment		
4. take a critical attitude to the goals and ideas of the organization		
5. listen to the opinions of others to see how the other side thinks exhibitions		
The total of weighted average standard deviation of the pattern		
(F) sensitive		
1. racing behind your thoughts albeit fictional		

2. You have the ability to understand the attitudes and unimaginable dramatically		
3. The intentionally trained the power of imagination and the ability to strip you have for the purpose of evaluating		
4. You may generally organize your thoughts		
5. rely on internal feelings in judging others		
The total of weighted average standard deviation of the pattern		
(J) Navigator		
1. Always seek to find new, despite the lack of clarity and difficulties		
2. You have self-confidence and love of risk and the tendency to bypass the border in order to explore new		
3. tend to experiment with new methods are not used when processing difficulties		
4. hate work according to fixed rules		
5. Looking for many ideas and keep it to you prefer to have alternative possibilities		
The total of weighted average standard deviation of the pattern		

Second: Analysis of Research to Strategic Success Variable Results

The table (4) shows The total of weighted average and standard deviations of the sample researched responses on strategic success and variable as follows:

1. Results for the strategic vision: results indicate that the The total of weighted average for this dimension has reached (3.84), which is greater than the mean premise of (3) and The total of standard deviation amounted to (0.722), and this means that the strategic vision of the sample researched available level and ranked fourth in the standings.
2. Results for effective implementation: seen from the table (4) that The total of weighted average of this dimension was (4.05) and The total of standard deviation amounted to (0.707), and confirms that conclusion that this dimension is dramatically evident in accordance with the point of the surveyed sample of view, due to the high level of awareness and substantially dimension the effective implementation, as it ranked second in the standings.
3. Results on culture motivational: the total of weighted average amounted to this dimension (4.78) and the total of weighted average amounted to (0.567), which indicates that the sample researched responses were positive and highly significant to the paragraphs of this dimension where he earned first place in the standings.
4. Results concerning Horizontal organizing: the results suggest on this dimension to sample researched responses were positive on the paragraphs of this dimension, reaching The total of weighted average has (3.91) and the standard deviation of (0.629), which proves this dimension is clear greatly from the point of sample researched point of view, and came third place in the standings. Consistent with the above, it can be said that the sample researched members agree completely and dramatically and clear strategic success and dimensions variable, and

this validates the second premise of the research which refers to vary the level of strategic success in the company researched depending on the sample researched agreement on expressing her Indicators.

Table (4): weighted average and standard deviations of the sample researched responses on strategic variable success

The dimensions of the strategic success	weighted average	standard deviations
A) strategic vision		
1. The company would like to motivate their current status to what is the best		
2. bother Directors develop a long-term vision for the future for the purpose of achieving		
3. The company set clear and specific about its product strategy		
4. The company takes into account the needs of their customers and their desire		
5. The company is in improvements in the designs of their products down		
The total of weighted average standard deviation of the dimension		
(B) effective implementation		
1. The company encourages employees to participate in the management of the implementation of the plans		
2. The Company has the ability to solve labor problems encountered during the implementation process		
3. resort of Directors to create understanding among employees to increase work efficiency		
4. Directors seeking to coordination and control of the activities to be implemented		
5. The existence of an efficient administrative leaders contribute to the implementation of the company's activities more effectively		
The total of weighted average standard deviation of the dimension		
(c) Culture motivational		
1. The company has a positive culture of driving to work		
2. The company is seeking to motivate employees to the rapid achievement with the quality and precision		
3. The company seeks to instill values and beliefs among workers		
4. The company is seeking to confirm the culture of exploitation of the working time		
5. The company enjoys a good reputation and strong relationships in the market to help them build strong relationships with customers		
The total of weighted average standard deviation of the dimension		
(D) Horizontal organizing		
1. The company is seeking to define the responsibilities and powers clearly		

2. helps interdependence among workers to the prevalence of team spirit at work		
3. fit the capabilities and experience of working with the work they do		
4. The company is seeking to achieve transparency in the exchange of information with client parties with		
5. Directors seeking to coordination and cooperation between the departments and divisions and affiliates		
The total of weighted average standard deviation of the dimension		
Overall		

Third: The Relationship Test the Hypothesis

For the purpose of the third test the validity of the hypothesis that the effect (there is a positive correlation statistically significant between the patterns of innovation and strategic success). Table shows (5) Results of the correlation relationship between the patterns of innovation and strategic success and as follows:

Table (5): Correlation between the patterns of innovation and strategic success

Degree of freedom	The level of significance	<i>t</i> Value		Strategic Success <i>r</i>	Variables
		Tabulated	Calculated		
26	0.01	2.479	7.367	0.708	patterns of innovation

Seen from the table above to the existence of a positive and strong relationship between the patterns of innovation and strategic success, as the value of the correlation coefficient reached them (0.708), and the calculated value amounted to (7.367), the largest of Tabulated value of (2.479) at the level of significance (0.01) and the degree of freedom (26) indicate that result to a level of innovation patterns have researched the company leads in turn to achieve strategic success. And it is to accept the third premise of the research, which stipulates the existence of a positive correlation statistically significant differences between the patterns of innovation and strategic success.

Fourth: Test the impact hypothesis

For the purpose of the fourth test the validity of the hypothesis which states (no significant effect between the patterns of innovation in achieving strategic success in the company researched).

Table displays (6) the impact of innovation in strategic patterns of success and as follows:

Table (6): The Effect of Patterns of Innovation in Achieving Strategic Success

Strategic Success						The dependent variable
Degree of freedom	The level of significance	p-value	coefficient of determination R^2	F Value		
				Tabulated	Calculated	
(26 :1)	0.01	0.000	0.501	7.721	54.271	Independent variable patterns of innovation

Notes from the above table that the calculated value of the model simple regression the (54.271) is the largest of its value tabular of (7.721) when the degrees of freedom (1.26) and the level of significance (0.01) This means proven moral regression model at this level and therefore the patterns of innovation effect well in the strategic success.

As evidenced by the value of the coefficient of determination (R^2) of (0.501) This means that the rate of (50%) of unexplained differences in the dimensions of the strategic success back to the patterns of innovation with the remainder, they return to the random variables can not be controlled or it is included in the regression model originally, and so the second premise of the research, which indicated the existence of a significant effect of patterns of innovation in achieving strategic success in the company surveyed had been achieved.

CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

1. Gained innovation pattern (diligent) higher the total of weighted average with the agreement of the surveyed sample, reaching between the patterns of innovation while the sample was the least of the total of weighted average style innovation Navigator.
2. The arrangement patterns of innovation sample researched agreement follows the pattern (diligent, owner of Harmony, who cares, strategic thinker, thinker analyst, sensitive, critical thinker, Navigator).
3. Researched the company has achieved a high level of strategic success has reached of the higher the total of weighted average dimension motivational culture followed by effective implementation and after the horizontal organization and the least is the weighted average dimension the strategic vision.
4. Observed the emergence of hard-working high level of mean pattern that reflects the level of attention paid by the company researched development and innovation in the methods of work, which encourages employees to innovation and increases the chances of success achieved.
5. Owner of Harmony achieved a high level of style sample researched agreement as the interest perimeter work and hold negligent, that undoubtedly contribute to strengthening the ability of the company and a source of creative ideas in it

6. The findings of the research is essential to the conclusion to accept the research hypotheses in the company researched revealed, namely:
 - A. There is positive correlation between the patterns of innovation and achieve strategic success relationship and this indicates that the greater availability of patterns of innovation mentioned high level the greater the level of strategic success achieved.
 - B. It turns out that there is the effect of patterns of creativity in achieving the strategic success of the company researched and were accounted for in effect 50%.

Second: Recommendations

1. Cemented innovation capabilities that will contribute to the effective implementation of creative ways of doing business provides an opportunity for the company to achieve strategic success.
2. Establish and adopt an organizational culture that enhances the perception of the surveyed sample patterns, innovation and strategic vision to enable staff to provide ideas and proposals and develop their innovative.
3. Encourage employees to participate in training programs and in line with the company's need through directed training needs that have a role in the acquisition of knowledge and experience to promote and develop their creativity and innovation planning.
3. Consolidate the strengths of the company to promote research and development activities through the provision of material and moral support for the employees
5. Expand the work culture of participation in decision-making and foster a spirit of risk to create the staff are able to solve problems and contribute to the development, including the company's abilities to success and development.
6. Support creative ideas, focusing on the patterns of innovation referred to in the body of research as the main source to improve the production process and enhance the company's ability to develop products constantly to keep up with developments in the environment.

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