MindSpark Oasis: Nurturing Creativity in the Workplace

Strategies for Professional Growth

GP2

Presented By: Team 9

Arun Joy (L)

22f1001470@ds.study.iitm.ac.in

Kushan Sharma

21f3000848@ds.study.iitm.ac.in

Tamanna Tak

21f3002971@ds.study.iitm.ac.in

Sanjeevani Mangla

21f1003044@ds.study.iitm.ac.in

Sajal Dhingra

21f2001213@ds.study.iitm.ac.in

Data Collection and Methodology

All the members engaged in thorough discussion and identified subtopic related to the main topic and undertook their own investigation to research the topic. Thereafter, each member came up with their primary and secondary resources.

1. Primary Resources: As the part of the project each member conducted an interview with an working professional. The candidates were selected based on their years of experience and industry they work in. In the interview, variety of questions were asked regarding the subtopic of their choosing. The questions were framed after conducting a thorough research to gain meaningful insights. The insights gathered from these interviews helped us to enrich our project, providing a solid foundation of practical knowledge and expert opinions to support our findings and conclusions.

2. Secondary Resources: Following the division of subtopics, each member conducted their own research. This included reviewing various articles, ted talks ,and research papers. The materials were chosen based on their relevance, credibility, and the depth analysis they provide for the subtopics. Our aim is to encompass various wide array of perspectives to gain better understanding of subject matter and support the insights that gained from the primary resources.

3. Internal Discussion and Review: After the collection of primary and secondary resources, our team engaged in a series of in-depth group discussions. These meeting served as a platform to present findings and share insights about their subtopic. We collectively, analyzed, debated and examined how each piece of information interlocks with the others to form a coherent whole. Apart from that, we also reviewed the resources shared to ensure the relevance to the project statement. All this helped each member to identify the areas where they are lacking and if any support is required.

Primary Resource Analysis

1. **Anandakrishnan:** In his work during the starting of the project, they design the architecture, there is lots of creativity involved in designing that but once the project is started its just normal repetitive routine to achieve the architecture. Apart from his main work his company would organize some fun activities like dancing, music etc. He believes to be creative you need to observe a lot better; he believes that creativity does not mean creating something new every time but doing an existing think in a different/creative way. He believes that doing creative projects outside his professional life makes him happy and therefore he has a good work-life balance. He says, constructive criticism is always good as you can learn from it to become a better person. Finally, he believes that world would be a better place if everyone explores their creative side.

2. **Aashwiin Sharma:** According to him, creativity means ability to think innovatively to approach a problem, as he is in a consulting company his team first sees what is the market size for a particular product, so instead of doing cold calling, what they did is they connected people with good industry connects and they acted as a third party to other companies. He believes that organizations that support more creative thinking tend to become more successful. Organizations culture is one of the major barriers for creativity in a workplace, fear of failure is another reason for the barrier and finally he believes hierarchy and bureaucracy is also one of the barriers for the creativity. The manager needs to be open about the different ideas his/her team are giving to him/her. Creative workplaces automatically mean a healthy environment in a workplace.

3. **Puneet Mangla:** Creativity means to produce something out of our skills and imagination or solving a problem via your creative imagination. One of the important creative tasks is to blend all the different creative ideas of your team and make them onboard with the final idea. He also believes that we should take criticism on a positive note and see where are we lacking. As he is working on a farming project, he advises farmers to store potatoes at -5 degree centigrade rather than storing at -15 degree centigrade, because at -5 less electricity is consumed and potatoes don't get moist and starts to crack up. He believes that creativity can be applied to every aspect of the life if people allow their mind to explore creative side.

4. **<u>Ramesh Tak</u>:** Creativity means a way of thinking which is new, which is out of the box and the outcome of the idea is a constructive one. In a school environment, creativity becomes more essential as we teaching students to brainstorm new creative ideas from a young age. No person is born with creativity, one learns to be creative from their environments. This SPG course takes into account small skills that are needed for a good professional life. Criticism when we listen seems like a negative but we can actually learn from it to do better next time. And a work which is done with the right intention and someone points some mistake in it, it is quite healthy as now the work will be done by fixing that error.

5. **<u>Jigyas Arora</u>:** According to him, innovation means bringing creativity into a task like bringing new ideas onto the table along with good risk appetite. He thinks some of the positives of the innovation can be reduction in costs, bringing collaboration. He believes managers should to open to listening ideas along all the ranks for e.g. people working for a long time tend to go on a similar direction but new people come in and they bring fresh ideas so managers should be willing to listen those ideas. He believes there should be levels to identify the risks like early risk identification then there should be medium level risk identification and finally production level risk that only client can identify.

<u>Research Analysis</u>

<u>What is Creativity</u>

Creativity is the innate human ability to generate original ideas, solutions, or insights that offer value or novelty. It involves thinking beyond conventional boundaries, exploring unconventional perspectives, and connecting disparate concepts to produce innovative outcomes. Creativity is essential across various domains, including art, science, business, and everyday problem-solving, driving progress, innovation, and adaptation in a constantly evolving world

<u>Essential elements for workplace creativity</u>

1. <u>Interwoven Ribbons and Creativity</u>:
   o The intertwining ribbons symbolize the multifaceted nature of creativity within a workplace.
   o Each ribbon represents a crucial element that contributes to fostering an innovative environment

2. <u>Colourful Ribbons and Their Significance</u>
  o <u>Culture (Orange):</u>
    • Represents the shared values, norms, and collective mind-set of an organization.
    • A positive workplace culture encourages creativity by promoting collaboration and openness.
  o <u>Imagination (Red):</u>
    • Stands for creative thinking, envisioning possibilities, and breaking free from constraints.
    • Encouraging employees to think beyond the obvious fuels innovation.
  o <u>Habitat (Green):</u>
    • Refers to the physical and psychological environment where work happens.
    • A well-designed workspace, flexibility, and comfort enhance creativity.
  o <u>Knowledge (Purple):</u>
    • Denotes expertise, learning, and access to information.
    • A culture of continuous learning fuels fresh ideas.
  o <u>Resources (Blue):</u>
    • Encompasses tools, technology, and tangible assets.
    • Sufficient resources empower employees to experiment and innovate.
  o <u>Attitude (Yellow-Green):</u>
    • Reflects individual mind-sets, resilience, and adaptability.
    • A positive attitude toward challenges fosters creative problem-solving

3. <u>Depth and Perspective:</u>
  o The 3D perspective adds depth, suggesting that creativity extends beyond surface-level thinking.
  o Just as the ribbons weave together, diverse perspectives and collaboration drive innovation

4. <u>Interconnectedness:</u>
  o The ribbons intersect at a central point, emphasizing their interdependence.
  o Creativity thrives when these elements harmonize:
    • A supportive culture nurtures imagination.
    • A conducive habitat enhances access to knowledge and resources.
    • A positive attitude amplifies the impact of all other factors.

Major Benefits of Creativity

1. **Encourages innovation:** Creative thinking leads to the generation of new ideas and solutions, driving innovation within the workplace.

2. **Boosts productivity:** Engaging in creative activities enhances motivation and efficiency among employees, resulting in increased productivity.

3. **Allows for adaptability:** Creative individuals are better equipped to adapt to change and find innovative solutions to challenges.

4. **Fosters growth:** By fostering a culture of creativity, organizations can stimulate continuous improvement and explore new opportunities for growth and development.

Real World Examples

The following examples demonstrate that creativity and thinking skills are not just beneficial, but essential in the workplace. They lead to innovation, problem-solving and ultimately, the success of the organization.

o **Google's '20% Time' Policy**: Google's famous '20% time' policy allowed employees to spend 20% of their time on any project they wanted. This policy led to the creation of some of Google's most successful products, including Gmail and AdSense. This example shows how fostering creativity can lead to innovative solutions and products.

o **IDEO's Design Thinking**: IDEO, a global design company, is known for its approach called 'design thinking'. It is a problem-solving process that involves empathy, experimentation, and iteration. IDEO's success in using design thinking to innovate and solve problems underscores the importance of creativity and thinking skills in the workplace.

o **Deloitte**: Deloitte Insights emphasized the need for more imagination in an disrupted, boundary less age. They believe that scaling human capabilities like curiosity and empathy can help organization replenish an imagination deficit

Project Review

- **Arun Joy (Team Leader) - 22f1001470@ds.study.iitm.ac.in:**

  Hello, I'm Arun Joy, and I took on the role of team leader. Throughout the project, I ensured tasks were allocated efficiently and maintained open communication within the team. Interacting with Mr. Anandakrishnan KV(SE at Wells Fargo) for the interview process, he enlightened me to the creative demands of their role as a Software Engineer (SE), where expressing oneself in the most user-friendly manner is paramount.

- **Kushan Sharma - 21f3000848@ds.study.iitm.ac.in:**

  This is Kushan Sharma. I focused on designing the proposal for the project and defining its scope. My attention to detail aimed to enhance the credibility of our research outcomes. I interviewed Mr. Aashwiin Sharma(Consultant at KPMG) and he highlighted the importance of how important innovative thinking is to approach problems in a professional work environment.

- **Tamanna Tak - 21f3002971@ds.study.iitm.ac.in:**

  Hello, I am Tamanna Tak. I approached data collection and analysis meticulously. Further, I led the interview with Dr. Puneet Mangla(Head of Dept, ME at HCST). My questions aimed to uncover practical experiences in the workplace and he explained to us the salient features of conceiving an idea and thus designing an output that brings value to an organization. This helped us generate a valuable perspective to our study.

- **Sanjeevani Mangla - 21f1003044@ds.study.iitm.ac.in:**

  This is Sanjeevani Mangla. I contributed to the project by reviewing secondary resources and finding insights that could help us gain a better understanding of our topic . I took the interview of Mr. Ramesh Tak(VP at KVS), interviewing him helped to take a different outlook of life and he wonderfully explained that one doesn't need to be born creative, it is only a positive mindset and hard work that can help you

- **Sajal Dhingra - 21f2001213@ds.study.iitm.ac.in:**

  I'm Sajal Dhingra. I conducted an insightful interview with Mr. Jigyas Arora(SDE at Society General). He explained that innovation is all about giving depth and meaning to your ideas along with taking calculated risks. I understood that when individuals or organizations engage in creative activities and collaborate effectively with others, they enhance their impact or influence (their "footprint") in a particular domain or context.

Learning Outcomes

The outcome was multifaceted research skills, ranging from increased knowledge and skills to improved teamwork and personal development, all contributing to a more informed, capable, and impactful workforce. Engaging with real-world professionals allowed the team to apply theoretical concepts in practical scenarios. Involved in a project focused on creativity and thinking skills contributed to participants' professional development. This helped develop new skills, expand knowledge base, and gain valuable experience that can enhance resumes and career prospects.