

MINDSPARK OASIS: Nurturing creativity in workplace

BSGN3001: Strategies for Professional Growth | IIT Madras BS Degree

Team Details

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Introduction

Our project focuses on the broad topic of creativity and thinking skills. Creativity is something that is exercised in manifold domains like science, art, technology, human interaction and even in everyday activities. We wish to focus on creativity in workplace. In this project we have explored several themes like what is creativity, what are the factors affecting creativity, how can we be more creative, why is creativity important and so on.

Methods

We have used several sources of data in our project. We have used interviews conducted with working professionals as the primary resource. We have also used TED talks and research papers to gather information. We conducted a group discussion after choosing a subtopic under creativity in workplace.

Findings and Results

From our primary resource which are interviews conducted on working professionals, we have realized that creativity is indeed a topic to be explored in the workplace environment. It is a crucial work and life skill which enables us to produce meaningful and productive work. From interview with Anandakrishnan KV, we found that several crucial aspects of their work, like designing and development requires creativity. He discussed that companies should encourage creativity in all forms outside of work like art, dancing, singing and so on to improve the morale of the employees. This enhanced mood and mindset can help them produce better work. He advised us to be more observant as a means to be more creative. Another important observation was that several companies, like in his case a company in banking sector, refrains from taking risks and therefore can hinder creative work. They may prefer conventional methods as they don't prefer taking risks. Our next interviewee Ashwin Sharma explored that companies that promote creativity tend to be more successful. He believes that hierarchy and bureaucracy to be major barriers to creative work. He also stated that fear of failure is a major factor which affects creativity. He contended that creativity promotes a healthy work environment. The next interviewee Puneet Mangla stated that one of the most creative tasks is to blend all the different ideas of your team and make them onboard with the final idea. He believes that we should take criticism on a positive note and observe what we are lacking. He also said that creativity can be applied to every aspect of life if people allow their mind to explore their creative side. The next interviewee Ramesh Tak thinks that creative thinking has to be taught from a young age. He shared that no person is born with creativity but learns to be creative from their environment. He said that criticism can help us do better the next time. According to the last interviewee Jigyasa Arora innovation means bringing creativity and new ideas to the table with good risk appetite. He shares that creativity can reduce costs and can bring collaboration. He thinks managers should be open to listening ideas along all the ranks. These are the major findings from our exploration on creativity.

Conclusions

We believe our expedition to unravel the inner workings of creativity was a success. We managed to uncover several ideas about creativity and innovation in workplace. Creativity might seem like a simple topic, but even the definitions of creativity given by the interviewees and other sources were multifarious. We were able to find several secondary resources on this topic. Every single source gives us the insight that creativity is a necessary and important tool in all fields of life. The advent of creativity has given rise to many major revolutions throughout human history. Creativity has been a crucial driving force in the evolution of human beings. We humans can be considered very fortunate to possess the cognitive flexibility that accommodates creativity. We managed to find several factors that affect this creative nature in us, like meditation, observation of the world around us, the mental wellbeing of a person, freedom of a person and so on. We have found that creativity is affected by environmental, cultural and genetic factors but it can also be developed by many exercises. We discovered various barriers that hinder creativity in workplace like conservative mindset, unwillingness to accommodate risks and so on.

Literature/ Reference Cited

https://www.researchgate.net/publication/265793978_Creativity_in_Organizations_A_Case_Study_of_HILTI
https://www.researchgate.net/publication/368377304_Impact_of_Workplace_Happiness_on_the_Employee_Creativity_A_Systematic_Review

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Further Information

The topic of creativity in the workplace is vast and requires significant attention. We hope that our project has been successful in at least grazing the surface of this expansive subject.