



3 things you can do to improve creativity at work today

Creativity drives design. So it comes as no surprise that architects live, breathe and strive to stay creative continuously. With the pretext that it may not be possible to trigger creativity at will, here are 3 things you can do to improve creativity at work.

1. Cross pollinate

Diversity is often the prime strength of a creative organisation. We are just a summation of our experiences, but sharing our skills leads to exponential idea development. Organise in-house training sessions, with employees conducting half hour presentations for fellow employees, exploring an aspect / skill that they are good at. This not only increases the overall skill level, it also offers employees a feeling of empowerment and confidence, much need for creativity.



2. Fool is cool

Fear of looking stupid is known to be one of the biggest inhibitors of creativity. Address this with a 'the unexpected/worst idea that you can successfully sell to the client' contest. The aim: create a really crazy, unexpected idea for the project you are working on, but with a presentation to sell it. Of course – these will be presented only internally (no client involved), but you'll be surprised by the useful ideas you'd be able to convert from this exercise.

3. Bond, always bond

Creativity at a workplace is not a summation of individual thoughts, but rather an amalgamation of different thinking. It is thus, very important that scheduled leisure times are instilled. It could be as simple as a Friday evening movie/documentary screening on your projector. Not only does this lead to bonding, you get visual inspiration as a bonus.

