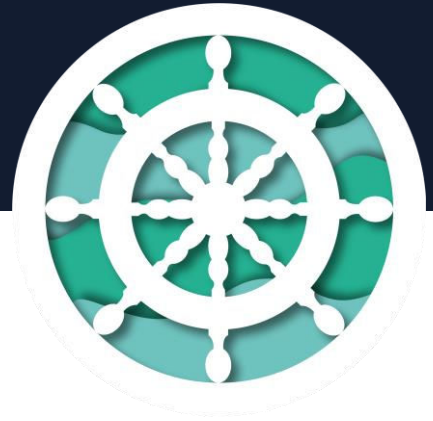


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HOW TO REVIVE CREATIVITY IN A TEAM?

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Have you ever wondered what is the real source of creativity in your team? Is it natural talent, the ability to think creatively or perhaps the work environment?

Creativity is becoming a key competence nowadays – not only in managerial positions, but also in all independent ones. It is the driving force that pushes you to act, to look for new ideas and to implement them. Nevertheless, creating new, out-of-the-box solutions can often be challenging. Therefore, it is worth seeking answers to the question: how do you spark and maintain creativity in a team?

Based on research by Professor Teresa Amabile of Harvard University, we will discuss how an organisation's culture and everyday work environment can affect employee creativity.

WHAT KILLS CREATIVITY?

- **Groupthink.** It occurs when the interrelations of team members and the need for conformity have a stronger influence on decision-making than the desire to find the most favourable solution. Basic manifestations of groupthink include the illusion of infallibility and unanimity, self-censorship, uncritical submission to group norms.
- **Time pressure.** Creativity needs space. Too little time allocated to tasks interferes with the conception of alternative ideas and ways of solving a problem.
- **Creativity is not supported by the organisation.** If there is a team belief of 'here we do it this way and that's it', creativity and innovation simply do not pay off for the employees.
- **Fear of negative evaluation.** Team members may refrain from creating and introducing new ideas for fear of criticism. Consider how you give feedback. Do you highlight a creative approach in a positive way or do you criticise an employee when their new idea doesn't quite pan out?
- **Little variety.** Innovative teams bring together people with different worldviews and skills. In this way, it is easier to avoid groupthink and set out different routes to achieve goals.



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HOW TO ENSURE CREATIVITY IN A TEAM? HERE ARE SOME TIPS

Build trust – innovation involves risk. Revolutionary ideas emerge in an atmosphere of mutual respect, trust and confidence that 'we are in this together'.

Give positive feedback – recognise that your employee has gone out of the box. Emphasise the fact that by doing this you can all look at a problem differently and build on this idea with new, more effective ways of doing things.

Have a brainstorming session – test new methods, such as the Walt Disney technique or de Bono hats.

Take care of people's needs – some people take a while to come up with a great idea. Some of us are most creative in a group, while others need to think things through on their own first. Consider what this looks like in your team and what you can do to make it easier for individuals to get a different perspective.

Keep the objectives clear for everyone – it is hard for us to plot different routes if we don't know where we are actually supposed to get. A shared vision and purpose is the glue that binds the team together.

Be an example – your employees learn from you. If they see a manager who shies away from change and has a manual for everything, they will find it difficult to stimulate creative thinking. When they observe you acting creatively, they will start to follow your example.

Get inspired!

- Book [Creativity at Work](#)

Contact EAP24 and benefit from psychological and/or managerial support.



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