



# CULTIVATING CREATIVITY WITH TEAM CULTURE

The agility required to succeed in today's business environment relies on companies having a culture that is conducive towards innovation and creativity. How can you ensure your company has the right mindset for success?

Creativity is one of the most important traits for an employee to have, but it can be difficult in workplaces with mandatory creative exercises. The key question you need ask yourself when trying to cultivate creativity within your company or organization are these: "Have I created a working environment that allows employees space & time where they're allowed explore their own thoughts and ideas without fear of judgment? Have we taken those same steps by providing controlled environments so failing doesn't feel punishable- instead, seeing this as just another opportunity at growth?"

# DEVELOPING A CULTURE THAT INSPIRES AND SUPPORTS CREATIVITY



## BEING OPEN-MINDED TO BE MORE CREATIVE AND INNOVATIVE

The more creative you can be with your go-to market strategies, the better. Think outside of traditional constraints and explore new ideas such as customer retention mechanisms or employee motivation initiatives that will benefit not just yourselves but other businesses too!

## IDENTIFY THE STRENGTHS AND WEAKNESSES OF YOUR OWN CULTURE

It's not easy to change organizational cultures, but it can be done. First of all, you need to critically analyze your own leadership style and how that fits into the company culture as a whole. If you want people to feel safe enough to open up and voice their opinions, they need to feel as if they can do so without fear of repercussions within an organization.

## ENSURING EVERYONE IS ON THE SAME PAGE

Getting a culture change program off the ground is no easy task. But with enough support and enthusiasm at leadership level, it can be done! Create an environment where those who are willing to do what's right for their organization thrive in potentized ways by being empowered through shared values or creative expectations. By doing so, they'll influence others to share these same beliefs.

## START WITH THE MOST IMPORTANT CHANGES AND WORK YOUR WAY DOWN THE LIST

Positive changes in an organization's culture can come from many sources, but it will take time and effort to turn new behaviors into established habits. Every business needs its own strategy for achieving this desired outcome; back up your words with actions by developing values (and avoiding toxic ones), having appropriate processes, and using technology/tools correctly- all of which are integral parts when transforming any workplace environment.





## EMBRACE CHANGE AS AN OPPORTUNITY TO LEARN AND GROW

Keeping your company on the cutting edge of innovation is crucial to staying competitive. It's not enough that you take an occasional pulse check; it needs to be done every few months so as not to get stale or complacent. This way, if any changes need to happen quickly, they can do so when necessary.

## STRATEGY MUST EVOLVE WITH THE TIMES AND NEW INFORMATION

To create cultural change, it can be helpful and necessary for an organization or team leader (or even yourself) through the process of managing these changes. One thing that helps with this difficult task is celebrating key wins as they happen, so you don't get discouraged by obstacles along your journey!



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