

## **Elements 6 Text 6: Four steps towards a more creative workplace**

**Chat GPT: "Simplify the following text and turn it into a dialogue between two teens":**

"Creativity is critical to the success, resilience, and long-term survival of any company or organisation. The question is, how to foster this vital asset? Luckily, research in this field has settled on a number of key strategies for boosting creativity in the workplace.

### **Build a diverse team**

Diversity can relate to a number of factors including age, gender and ethnicity. Bringing on board individuals from different backgrounds, with varying experiences and mixed interests, can help promote more breadth and depth when it comes to generating ideas and finding solutions. Furthermore, a diverse corporate culture tends to be less reticent since employees who do not feel marginalised are more inclined to voice their opinions.

This has a knock-on effect regarding profitability. According to the Harvard Business Review, businesses with a diverse workforce are 35% more profitable than those who do not actively recruit and support talent from under-represented groups. Another bonus is that a company that values diversity attracts and retains a more talented pool of workers than those that do not.

### **Empower your employees**

Micromanaging stifles creativity, a truth underlined by numerous studies that show employees become more innovative when their leaders afford them a degree of autonomy. Workers who have the freedom to take the initiative, make decisions, and solve problems independently are more likely to try different approaches when tackling their assignments. This, in turn, offers the potential of discovering greater efficiency in methodology and a higher quality of service or product.

Supervisors aiming to shift from a traditional command-and-control style of leadership need to give their staff clear objectives and let them figure out how to achieve them. Employees also need time to think through situations, bounce ideas off colleagues, and experiment with various possibilities.

### **Support failure**

A key reason why employees are reluctant to think outside the box or propose novel solutions is the fear of making mistakes. Supervisors endeavouring to foster creativity need to make it clear to their staff that they are receptive to risk-taking, experimentation, and also that they are willing to accept that failure comes with the territory.

If a new idea does not deliver the desired objective, teams can learn priceless lessons for succeeding in the future. As the old maxim goes: if you haven't failed, you haven't tried anything new.

Supporting failure requires more than words, however. New ideas are inherently risky, and if they do not work out there can be costs in terms of time, money and morale. An organisation keen to promote creativity needs to have a safety net in place so that personnel are not penalised for trying fresh approaches. If an experiment does not work out, a supportive team and an interest in learning from the experience are essential.

### **Spice up the workspace**

A growing body of research suggests that the physical space employees work in can oil the wheels of innovation. The offices of Silicon Valley are famous for their slides and scooters and ping-pong tables, all aimed at spurring the creativity of those who work there.

Not all organisations have the resources of a tech giant, but there are multiple ways to help employees feel inspired by their surroundings. An Exeter University study found that allowing staff to personalise their office by bringing in photos, prints or small decorative objects from home boosted creativity by up to 15%. The addition of green plants raised this figure to 45%. In short, the sense of wellbeing that comes from a personalised workspace is conducive to creative flow

With artificial intelligence making rapid inroads into the world of work, human creativity is becoming increasingly valuable. A creative workforce is not simply a way for an organisation to achieve an edge over competing organisations, it is also essential for the future of human employment. "

## ChatGPT

**A:** Dude, you know how companies stay successful and survive in the long run?

**B:** Nah, what's the secret sauce?

**A:** It's all about being creative, man. But the big question is, how do you make sure everyone's super creative?

**B:** Hmmm, good question. What's the scoop?

**A:** So, first things first, you gotta mix up the team. Like, get people from all different backgrounds – young, old, guys, girls, all that jazz.

**B:** Why's that important?

**A:** 'Cause it makes the team smarter, you know? More ideas, more solutions. Plus, if everyone feels heard and not left out, the team rocks even more.

**B:** Got it. What else?

**A:** Check this out – companies with a mix of people are way richer. Like, 35% more dough! And they attract the coolest workers too.

**B:** Sweet! What's next?

**A:** Don't micromanage, bro. Let the workers do their thing. They come up with way cooler stuff when they can make decisions on their own.

**B:** No bossy bosses, got it. Anything else?

**A:** Yeah, be cool about mistakes. If someone messes up, it's all good. That's how you learn, right? Like, if you haven't failed, you haven't tried anything new.

**B:** True that! What about the workspace?

**A:** Make it fun, man! Silicon Valley offices have slides and stuff. Even if you're not a tech giant, let people bring in their own stuff – photos, plants. Makes them way more creative.

**B:** Nice! So, mix up the team, let them do their thing, be cool with mistakes, and make the place awesome. And why is all this creativity stuff important?

**A:** 'Cause with robots taking over, being creative is like having a superpower for jobs in the future, dude! It's not just about beating other companies – it's about keeping human jobs alive!