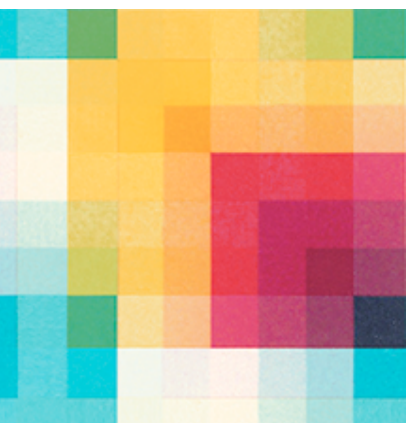




Creativity at Work

with Laura Whitman






Why is creativity at work
important?



- Teamwork and team bonding
- Workplace engagement and interaction
- Ability to attract and retain quality employees
- Ability to navigate the complexities of your world
- Ability to avoid analysis paralysis
- Willingness to turn failures into learnings
- Ability to pursue progress over perfection
- Ability to bounce back after mistakes
- Comfort with uncertainty and experimentation
- Staff morale, fun and happiness
- Problem solving and productivity



What does creativity
mean to **you**?

A vertical decorative border on the left side of the image, featuring a repeating pattern of stylized flowers in blue, yellow, and pink colors.

4 things to **stop** doing

today so you can **start**

being more creative

tomorrow



How the heck do you
know?



I used to be really good at
leaving my creativity
at home



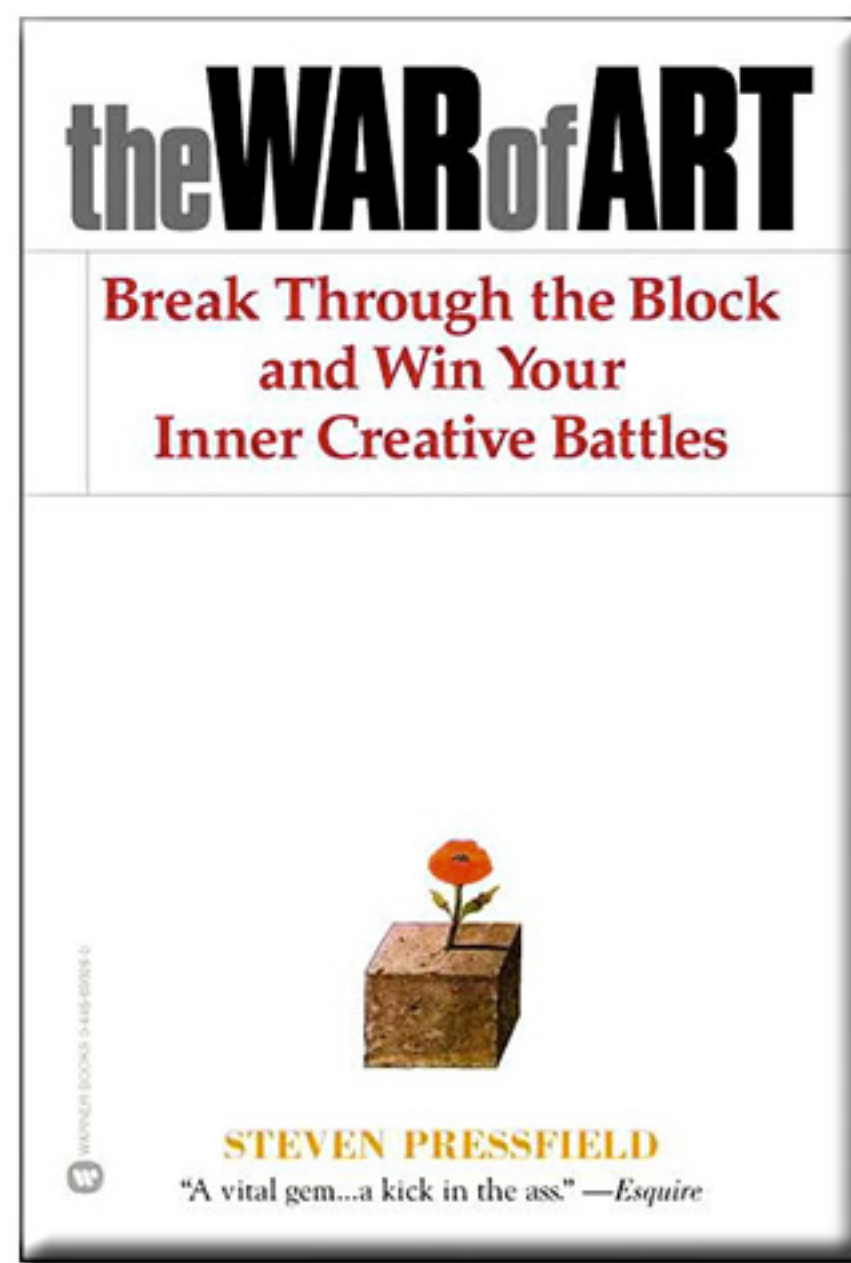
Surround myself with
opportunities for
creativity, **authenticity**
and **fun**



#1

Stop waiting for it
to be *easy...*

and start believing you can do hard things





#2

Stop focusing on *being*
a creative person ...

and focus on feeling like a creative person



#3

Stop striving for creative

outputs ...

and start prioritizing creative details



#4

Stop looking for creative

answers ...

and start asking open-ended questions



The nutshell

- Your creativity is proportionate to your courage
- Creativity requires ownership
- Being creative is an ongoing practice
- Curiosity is the starting point for all of the above



The guarantee

100% of the ideas we
don't share with others
will lead to *nothing*



LET'S TALK!

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