

# NO CREATIVITY WITHOUT PERSONAL INTERACTION?

A survey conducted in Germany shows that 57% of respondents are better able to manage creative and planning tasks at home<sup>1</sup>. Creative processes are difficult, however, without external impulses and personal interaction. People who move around on foot in an attractive environment are particularly creative. A barren working environment, on the other hand, has a negative impact on creativity<sup>2</sup>. It's irrelevant whether this environment is an office workstation or a desk at home.

Creative processes go through four phases: preparation, incubation, inspiration and review of ideas<sup>3</sup>. At least three of these phases do not require direct exchange with other people. Even if the supposedly creative processes grind to a halt when we are working from home, this can be an opportunity because certain decisions are not discussed again at the water cooler after a video conference.

## OPPORTUNITIES

The undisturbed atmosphere at home can be especially useful in the preparation and incubation phases. Working from home can be a blessing for the actual creative moment in the whole process. If you have a good idea in the shower, you can follow it up straight away without having to get to the office first. If you want to be creative as a team despite physical separation, a stimulating environment and exercise are good for encouraging the exchange of ideas and developing creative solutions. An increase of 400% is possible compared to a barren environment without stimulation<sup>2</sup>, which means that staff who work from home are likely to come up with creative solutions. If the environment is not stimulating, exercise can deliver a boost of up to 350%. Exercise is extremely helpful for creative discussions – both in the office and at home.

## FACTS

- › Impulses are central to the creative process. They can come from other people or a stimulating environment.
- › Creativity increases significantly when we move around.
- › Most people think that creative tasks can be managed better when working from home.
- › With appropriate communication tools, teams can share creative ideas at any time.

## RISKS

A barren working environment always has a negative impact on creativity. The lack of spontaneous exchange with others is also a damper on creative thinking. Appropriate communication tools or a virtual office where the whole team is logged in during working hours can help make up for this. Another risk is losing track of which problems should be addressed creatively. This is especially the case when communication grinds to a halt over the long run. This can make the actual preparation phase more difficult<sup>3</sup> and stop the process before it has even begun.

### RELEVANT OHM OFFERS

- › Nutrition and exercise
- › Resilience
- › Stress
- › Sleep
- › Healthy immune system

#### Sources

<sup>1</sup> SDK 2020

<sup>2</sup> Oppedo, M., and Schwartz, D. 2014

<sup>3</sup> Wallas, G. 1926