

**32% admit  
discomfort in  
expressing  
creativity at the  
workplace**



**LET'S DIVE IN**

*Guest blog post by Doug Kirkpatrick*

# Current state of creativity



- Only **29%** feel expected to be creative at work (Gallup).
- **41%** want improved engagement or culture (Gallup).
- Adobe study: **32%** don't feel comfortable with creative thinking.



# **Dilemma of organizational structure**

Task-centric systems hinder holistic problem-solving.

**Combining STEM with creative skills is crucial.**

This marks a shift from 19th-century generalists to specialized skills.



# The psychological toll of cubicles

Cubicles confine both objective standards and creative energy.

**Viewing creativity as risky** undermines psychological safety, discouraging innovative expression due to the fear of rejection.



**The desire to create  
is one of our deepest  
human needs, on a  
psychological par  
with the physical  
needs of food and  
shelter.**



# The growing creativity gap



- **Demand for creativity** surpasses current supply.
- Critical skills for future workplaces: **creative thinking.**
- Technology advancements require **creative problem-solving.**



# Fostering creativity in workplace culture

- **Gallup:** Culture + time/freedom elevate creativity.
- **Google's failed experiments** lead to innovation.
- **Embrace experimentation** for new learning.



# The path forward

- **Closing the creativity gap** is an economic and moral imperative.
- **Caring about humanity** is caring about creativity.
- **Employee engagement improves** with autonomy.





# The future of work



- **Follow the footsteps** of innovative companies.
- **Grant time, space, and safety** for experimentation.
- The future of work gains from **fostering creativity**.



*Don't forget to read the blog post for full context!*

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