**Video Title:** Creativity in the Workplace—What You Need to Know

**Video URL:** [**https://www.youtube.com/watch?v=U7nEgYOcb5c**](https://www.youtube.com/watch?v=U7nEgYOcb5c)

**Run Time/Source:** 4:03, Simple Show Foundation/YouTube

**Close Caption Available:** Yes

This video focuses on what needs to be done to spark creativity in the workplace, a topic that is covered on pages 102-105 of the textbook. The video author, Robert Gerlach, contends that your best ideas do not come to you while on the job. Two problems are the distractions and stress present in the workplace. Managers often build what they think are spaces that enhance creativity, such as open work spaces for collaboration. But this is not enough. It is coworkers and the energy they bring that is more important for creativity. Gerlach thinks that four conditions or factors are the true key to workplace creativity.

First, surround yourself with people whose company you enjoy, which leads to trust. In turn, trust fosters creativity. For example, you are free to express yourself without worrying about being criticized. Second, allow yourself time to not focus which enables you to broaden your horizon. Third, demand creativity, such as hiring a “genius”—a person who is highly creative. Fourth, have a common purpose. People with a shared goal drive each other to be creative.

Questions for Thought and Discussion

1. How well do you accept the video author’s contention that all you need to trigger creativity are the four factors that he mentions?

2. Why might it be true that many of the most creative ideas surface outside the workplace?

3. What truth do you find in the contention made in the video that creative physical workspaces are not a major contributor to creativity?

4. Why might allowing yourself time to not focus enhance creativity?

5. How might a leader or manager implement the idea that having a common purpose enhances creativity?