



# The key to creativity in times of crisis

By Maryjose Zorrilla



Maryjose Zorrilla is Creative Strategist at BTC, passionate about spreading stories through words and brand experiences to drive change. She has collaborated on articles on innovation for educational purposes and goal measurement.



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But here is the key to my home. I'm at my kitchen table, adapted into a surprisingly functional workspace. I'm at my New Normal

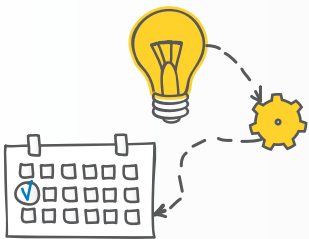
**COVID-19** outbreak has given rise to incredible worldwide challenges encompassing economy, business and even people's daily lives.

Nonetheless, if we dig around for the positive, it has also been a strong driver of creativity and innovation. You do not have to stray too far to be amused with the copious creative experiments at institutional, organizational, and individual levels. From jamming sessions triggering solidarity solutions to Baby Boomers trying **TikTok** for the first time. **We are all creative!**

More than ever, the crisis is shrinking the boundaries and times to create. Although research on creativity stresses the need for time and preparation to successfully innovate, with the world shouting for rapid responses, theories have been skipped.

**Welcome to the relentless race to find the key and open the door to the future!**

## What gets you up in the morning?



If you are going through a creative process, this is the most important question to ask yourself.

Most of us are working from home, in temporary offices, glued to video conferences, mails and WA. In some cases, people are required to be in their physical office, trying to make things as safe as possible. Today, we have an opportunity to create and convey solutions to urgent real-world problems, but anxiety and uncertainty often gets in the way. You need to find a tangible and emotional purpose for you and your team to focus on!

## Solidarity and Community Sense as a shield



Inspiration can be found for all sorts of problems all over the world, driven by care and connection. Solidarity and sense of community are an armor not only for individuals but for business in order to keep a close relationship with audiences, transmitting stories of encouragement and action.

Interdisciplinary teams from all backgrounds are collaborating to solve seemingly impossible problems while leaders are acting on decisions that might normally take years to accomplish. This is another essential ingredient for creativity. You have to be sure that your ideas are put into action, otherwise you are imaginative, not creative. And nowadays, action is more needed than ever.

## Creativity with nontraditionally creative teams



Challenging as these times are, we must all give it a try, especially those who normally stay on the creative sidelines. So, with your purpose clear and your will to act, it is time to create!

- Prepare your team to tear down boundaries and fear of being wrong.
- Then ask. Listen. Ask. Listen. Then ask and listen again.
- Thoroughly work over the ideas and enlist them (new markets, new channels, new ways to deliver, new partnerships).
- Shape and develop ideas based on time, costs and priorities.
- Select finalists.
- Schedule, prototype, implement and adjust.

Make sure you have interdisciplinary feedback and be careful with deadlines every step of the way, you don't want the creative wave to overwhelm your team and set you apart from action. Remember "If you are not embarrassed by the first version of your product, you've launched it too late" (Reid Hoffman, Linked In Founder).

## Road to a post COVID-19 creative future

**-Roads? Where we are going, we don't need roads-**  
Dr. Emmet Brown

Creativity connects us, enables us to care, and give voice to the lives of the people who are making a difference during the COVID-19 crisis (healthcare providers, first responders, delivery drivers, sanitation workers, supermarket staff and many others). If consciously applied, creativity can find a way to reach these people, working tirelessly to keep us all safe. (The Blog Adobe, 2020)

So, if we are wise enough, the new Post-Covid order, means an **"All Creator's World"** is here to stay. Times of crisis have given creativity the power and responsibility to prove its critical role for businesses continuity, problem-solving and economic growth. Furthermore, creativity has been given the chance to manifest its value to connect a society that is willing to stay close, visioning the day in which the pandemic will have passed, doors are opened, and gears of the economy start running again. (Entrepreneur, 2020)

**Stay Safe. Stay home.**  
**Stay Creative and... Good luck finding the key!**

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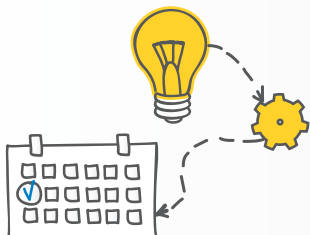
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