

# COLLABORATIVE CREATIVITY: THE POWER OF WORKING TOGETHER

212-Careers



How much do you know about your friends? You might be very close to some, but you don't know much about their past. Knowing everything about a person isn't required to develop a healthy relationship.

We mention this for a very good reason. Taking the time to get to know your friends better might be an eye-opening experience. The more you connect with people by sharing experiences, the more you learn about the creative power of collaboration.

Our wonderful planet is home to billions of people, each with different experiences, opinions, beliefs, expectations, and goals. Each person's past, core beliefs, and cognitive biases influence how they see the world. Involving others in a creative process gives you access to their life experiences.

Here are a few benefits of including others in a creative endeavor.

## **Their Filters Are Different from Yours**

No event or experience has a pre-defined meaning. We attach meaning to our experiences because of unconscious filters each of us have. A person who has experienced an extraordinary amount of poor health in his life will view a troubling medical diagnosis differently than someone who has experienced very

little illness and sickness. The filters they unconsciously and automatically apply to their experiences are vastly different.

That means you can generate more creative and innovative ideas by including many diverse individuals in a collaborative process. Your life experience so far may not allow you to see a solution to a problem, while others see the answer with crystal-clear clarity.

### **You Grow Your Knowledge Base**

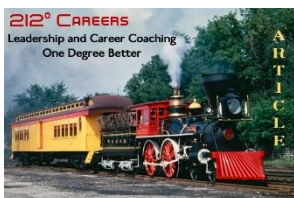
Working with others can improve your knowledge base. Keep an open mind, and ask questions about their thinking process. Collaboration provides the opportunity for personal growth when you learn from the experiences and opinions of others.

### **Collaboration Covers Up Your Weaknesses**

Imagine you have been tasked with developing a creative solution on the job. No matter how much research you put in, you can't generate an innovative answer. When you get others involved, their strengths make your weaknesses irrelevant. Your strengths do the same for them. Collaboration minimizes the impact of individual weaknesses and maximizes the impact of collective strengths.

### **You Grow Your Circle of Influence**

The more you collaborate, the more you connect. Get involved with as many creative minds as you can. Working on personal or professional projects together expands your circle of influence. The more people you know, the more creative knowledge you can access. You can form relationships that grow your influence circle and offer mutually creative benefits to everyone involved.



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