

# A TOOLKIT FOR PROFESSIONALS MINDFULNESS AT WORK

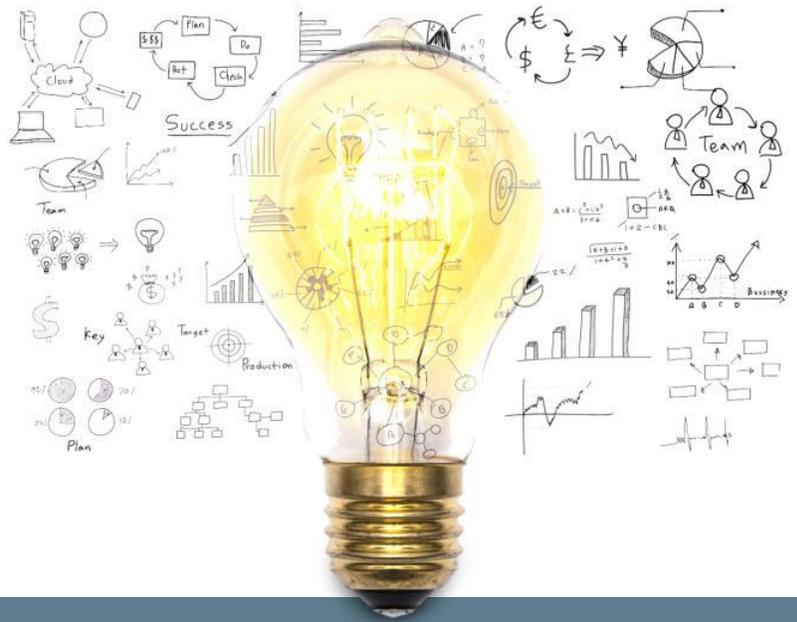
## Creativity vs Productivity

### CREATIVITY VS PRODUCTIVITY

There's a conflict between creativity and productivity.

- Productivity thrives on systems and routines. The focus is on volume and getting more things done, fast. Productivity moves forward on a linear trajectory.
- Creativity thrives within long periods of unstructured time. The focus is on innovation and doing things differently. Creativity often winds left and right, or takes two steps forward and one step back.

Managers frequently want us to be both creative and productive. So how can we find a balance between the two?



### 3 TIPS FOR BALANCING CREATIVITY & PRODUCTIVITY

#### 1 BE MINDFUL OF THE PRESSURE TO BE PRODUCTIVE

We live in a culture that emphasizes productivity and inspires guilt for not 'producing' all the time.

Mindfully question this need to keep moving.

Allow yourself moments of stillness and let go of the associated guilt.

#### 2 SCHEDULE SLOWNESS

Our best ideas often arise when we're daydreaming, bored or letting the mind wander.

Block out time on your calendar (weekly or daily) for slowing down and simply thinking.

Prioritize letting your mind rest.

#### 3 CEASE MULTITASKING

Multitasking is a myth. When we engage in two activities simultaneously, we do neither one very well.

When it's time to be productive, be all in. Follow things through to completion. When it's time to be creative, let go of productivity and let your mind wander.

*"Our relentless pursuit of efficiency has become an over-correction – if we do truly value the originality of creative thought, then it's time to recognize that productivity and creativity often exist in opposition to one another. Productivity is focus, creativity is "unfocus." – BRUCE DAISLEY SHARVARD BUSINESS REVIEW*