Strengthening Creativity in Times of Change

Finding different options when the usual ones are no longer working

Megan Sutton
Portfolio Director – Leadership and TAP training – QA Ltd

What does creative thinking look like in your work?

Take 20 seconds - answer with the first thoughts that comes to mind.

The working definition of Creative Thinking according to me….

Creative thinking is finding different options when the obvious ones are not working

Why it matters

When things change, the old answers stop working.

Creative thinking helps us respond when the usual ways no longer work.

Reality

What pressure is most present for your organisation?

Take 20 seconds - answer with the first thought that comes to mind.

Pressure is real - and it’s sector-wide.

The “perfect storm” is showing up in three ways:

Funding

falling

Costs

increasing

Demand

climbing

86%

of charities have seen increased demand

Charities Aid Foundation

Tension

Pressure pulls us back to the familiar –
but today’s challenges need different thinking.

Shift in thinking

From responding to change to shaping what comes next.

Creative thinking is the bridge: it helps us spot shifts, question assumptions and look for better options earlier.

FROM

Change-ready

Respond when change happens.

TO

Change-seeking

Scan before something breaks.

Notice. Question. Explore earlier.

Question

When do you feel least able to think creatively?

Take 20 seconds - answer with the first situation that comes to mind.

The real tension

Creativity isn’t just a skill to build.

It needs the right conditions to grow.

The work is not only identifying future skills - it is creating the conditions where those skills can grow.

Pause

How often do you get time to think…
not just respond?

No need to type - just notice your answer.

Try this

Think of a real challenge you're dealing with right now.

Complete this sentence in the chat:

What if we…?

- removed a step?
- simplified it?
- did the opposite?
- focused on the need?

A little space can surface options that the usual process misses.

Insight

ONE THING CHANGED

Nothing changed - we created space.

1 **Space**
pause the default

2 **Options**
surface alternatives

3 **Action**
choose what helps

People are capable of creative thinking when we create moments where it can happen.

Question

What would make the biggest difference in your organisation right now?

Often it is not a huge innovation programme - it is a small condition that unlocks better thinking.

Simple tool

The 2-minute reset

Before a discussion, decision, or stuck problem, move through three questions:

1

Assumptions

What are we assuming?

2

Opposite

What if we did the opposite?

3

Simpler

What would be simpler?

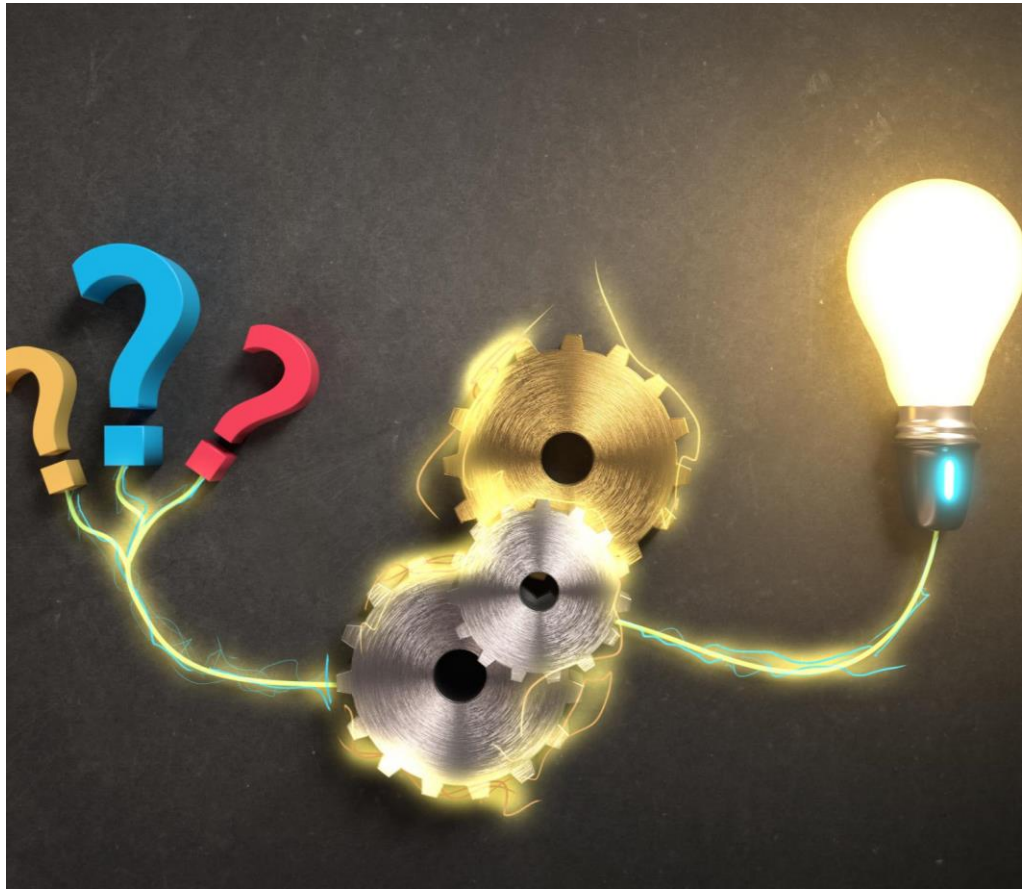
Leader lens: what changing need are we responding to?

Change happens when how people think and behave changes.

A strategy can set direction. Transformation starts when everyday patterns shift.

Final reflection

What is one small thing you could do next week to create more space for different thinking?



Choose one practical moment you can actually change.

Final thought

Creative thinking is finding different options when the usual ones no longer work.

Create the conditions for people to think differently, question assumptions and adapt.