

10 Reasons Why Creativity Matters in the Nonprofit Workplace

Creativity, the Precursor to Innovation, Has Many Benefits

Creativity:

1. Gives the organization the **confidence, adaptability and ideas to forge its path** in a nonprofit landscape and global environment that is uncertain and rapidly changing.
2. Helps the organization **experiment in program design**, ultimately opening up more potential for impact and avenues for tackling bigger problems.
3. Gives staff the **confidence to forge their individual career paths** in a landscape in which increasingly, careers are not linear.
4. **Increases staff engagement** by making work more interesting and varied, and by providing opportunities for staff to bring their creative sides and whole selves to their work.
5. **Makes the organization more attractive to top talent** that typically seeks stimulating environments and progressive organizations.
6. Communicates authenticity and draws inspiration from collaboration, thus **opening up new avenues to engage communities, funders, partners** and other vital stakeholders.
7. Opens up **new ways to measure and communicate impact** as well as to communicate with audiences in unique ways (e.g., through comics, animations, AI-generated visuals).
8. Helps organizations **pivot effectively from, and even harness failure**.
9. In an age of AI ascendancy, consolidates and **defines human-centric workforce skills**.
10. **Reduces stress in the workplace** by allowing for fun, quirkiness and individual expression.

