

# Finding creativity in lockdown

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GEMMA BATES - ACCOUNT MANAGER 15 APR 2020

Shortly before we began working from home approximately 1,562 days ago, we took part in a creativity training day, run by a team from the London office. The session was great, and I truly learnt a lot, but as always with such training I left with a familiar niggle: that there are always more creative people around than me who are far better at bringing the seed of an idea to life, giving it bells and whistles and then selling it into clients who are astounded with their brilliance (something along those lines anyway).

After all, I'm a blue in the Comms Dynamics world, an introvert, I like processes, things that are tried and tested and come with a clear review; to either do it or don't. The thought of putting myself out there and presenting a totally new creative idea to clients genuinely makes me shiver, or it used to anyway.

Fast forward to lockdown with a two-and-a-half-year-old and I have started to re-evaluate this idea of myself and my abilities. To put it into perspective for those of you who don't have children, entertaining a toddler when you have limited resources takes some amount of creative thinking as there is only so much painting, drawing and Paw Patrol on the TV can do.

So far, I have successfully pitched a bird feeder made out of a Fairy Liquid bottle (see picture), elephants made out of milk cartons, bunny rabbits made out of toilet roll tubes and an assault course in the garden. Less successful was the cardboard box Princess castle, which after the pitch of a lifetime was met with the devastating response of '*no don't want it, want biscuit.*' I'll try again next week.

Whilst the endless crafts have been a good distraction from everything that is going on in the world, there are actually things that I have realised from this:

1. I am creative, we all are. Every day we problem solve and come up with new ways of doing things.
2. The best ideas can come from the weirdest places.
3. Being creative and presenting creative ideas doesn't have to be a daunting process. After pitching to a toddler, a boardroom full of clients doesn't seem so scary!
4. There is no need to be disheartened if an idea is rejected
5. Be proud of your ideas, the good ones and the bad.

Now admittedly my creative side has come out during this time with one simple goal: to keep the peace in our household and maintain some level of normality, but it would be great to hear what other people have been doing to keep themselves entertained, not kid related.

Maybe you've hosted a pub crawl around the house with a different drink in every room or taken all the labels off your canned goods to play 'Mystery Tin' for dinner! Creativity really can be found anywhere!

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