

Why businesses need to value and support creativity during time of crisis



Creativity is more than a pretty picture, creativity helps us imagine a more hopeful future. And we could all use more of that.



By Justin Dionne
Executive Director, Cain Center for the Arts
Sep 15, 2020

The word “pivot” has become a regular part of our vocabulary. The impact of Covid-19 has been felt, in one way or another, through many parts of our lives – health, business, economics, travel, entertainment, religion, politics, environment, and more.

We have all had to think of ways to adjust our strategies and tactics. There are even smaller pivot strategies within larger pivot strategies. Our pivots have had to pivot. Project management charts that used to span eight to 12 months don’t seem to make sense anymore. Conditions seem to be changing at a pace that is hard to keep up.

How do we keep ourselves conditioned enough so that we don’t break our ankles pivoting so quickly?

If we follow the idea of left and right brain, then now may be the time for the right-brainers. Intuition, free-thinking, creativity: these are qualities that can help to keep our plans flexible and open. They are also what can drive our organizations and businesses into new ideas that may keep us afloat in uncertain times. That is not to say that left-brainers are not important. Balance is always needed and the brain would not be complete without both sides. It may be more of a metaphor of who is currently driving the car. There are suggestions that the left/right brain idea is a myth in terms of personality traits. Many of us also know that we can work to grow areas of our personality that could use improvement.

Now is the time to pull over and let the right brain drive for a while. Let creativity take the wheel. What our businesses and organizations need right now are creative ideas that approach problems from a different view. Getting bogged down in each little detail and step is too time-consuming. Especially when each step we plan

to build could be taken right out from under us.

TO DUNA COULD BE TAKEN RIGHT OUT FROM UNDER US.

How do we develop our creativity? It can be as simple as humming a song, picking up an instrument, scribbling on a pad of paper. Don't make it too complicated. In fact, Charlotte, North Carolina is full of wonderful organizations that can help you with experiencing creative opportunities. Although the way you experienced them has changed for now, these organizations are still there for all of the people that make up the diverse communities in the Charlotte and Mecklenburg area.

Many of these creative organizations, artists, and facilities in our communities have been here for decades. From theaters to galleries, studios to concert halls, street performer to ballerina. They are still here now. Perhaps you have found yourself thinking of these as "nonessential luxuries." Nothing could be further from the truth.

Creative experiences breed development of your creativity. These creative experiences need the support of our businesses. Not because the next child prodigy cellist is going to be in the audience (although they may), but because your next VP of operations will benefit from enhanced problem-solving skills the next time this happens. Creative-based businesses are not just here for laughs and cries or entertainment. These businesses provide a place for us all to sit back and let our right brain drive for a while. They are driving schools for our right brain.

Cain Center for the Arts will be one of these businesses. Located in Cornelius, the center will be a centralized community hub for creativity and culture in the Lake Norman and Charlotte Region. When built, our center will encourage people from all backgrounds and walks of life to grow their creative abilities. Creativity is more than a pretty picture, creativity helps us imagine a more hopeful future. And we could all use more of that.

Cain Center for the Arts is a 501 (c)3 nonprofit company that is in a \$25 million campaign to build an arts and community center for the Lake Norman Region. [Learn how to support the center.](#)

Justin Dionne is executive director for Cain Center for the Arts. He holds a BA in theatre arts from Catawba College and studied theatre management at the masters level at Florida State University. He has worked in the nonprofit arts industry for more than 10 years.

[Back to Top](#) ▲

CHARLOTTE BUSINESS JOURNAL

[User Agreement](#) | [Privacy Policy](#)

[Your California Privacy Rights](#) | [Ad Choices](#)

© 2020 American City Business Journals. All rights reserved. Use of and/or registration on any portion of this site constitutes acceptance of our User Agreement (updated 1/1/20) and Privacy Policy and Cookie Statement (updated 1/1/20). The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of American City