

Creativity and the Hands-On Approach

With the proliferation of teaching methods and workshop techniques in today's schools and workplaces, it can be difficult to know just what constitutes useful participation. As these methods multiply, however, more and more research seems to favor the creative and hands-on approach to student and employee engagement, an approach which has defined Climate Creatives' work since its start.

Creativity can drive employee satisfaction, retention, and productivity. A 2016 study published in the *European Journal of Work and Organizational Psychology* found that creative engagement in the workplace can help employees find more meaning in their work. As employees found their work more meaningful, they enjoyed greater positive affect in the workplace (Tavares). On top of this boost in mood, a 2018 study published in *Ethics in Science & Technology* found that creativity was invaluable in maintaining a strong work ethic and promoting greater productivity in the workplace (Azizi). With such benefits, it's no surprise that companies and schools alike are embracing creativity as a means of elevating their projects and organizations.

Hands-on engagement is closely related with creativity, and so it's only natural that it carries many similar benefits. In the school setting, a 2009 study published in *Research in Science Education* found that use of the hands-on method correlated positively with student interest (Holstermann). Similarly, a study conducted by Purdue University in the same year found that students taught with the hands-on method learned more and gained a deeper understanding than those taught with the traditional book- and lecture-based method (Medaris).

Combining creativity with hands-on engagement, workplaces and educational institutions can enliven their employees and students, simultaneously bolstering interest, motivation, and understanding of corporate and educational material, while fostering meaningful connections with their organization's goals. Through Climate Creatives' workshops, we aim to combine these approaches to support your organization's engagement targets, reach green certification standards, and educate on environmental impact. With a method as effective as ours, we hope we can help orient you and your members toward a greener and more sustainable future.

Sources

Azizi, N. B. "Analyzing the Relationships between Work Ethics, Productivity and Creativity." *Ethics in Science & Technology*, 2018, [Link](#).

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Tavares, Susana M. "How does creativity at work influence employees' positive affect at work?" *European Journal of Work and Organizational Psychology*, 2016, [Link](#).