MANAGING CREATIVE TEAMS:
VIRTUAL WORK'S IMPACT ON CREATIVE CLIMATE AND CREATIVE PROCESS

Kathleen White Snow

ABSTRACT

The Covid-19 pandemic brought about a profound shift in the workplace, as in-person creative teams dispersed to remote work environments and organizations had to quickly implement ways to sustain creativity. This study examines this transition's impact on two dimensions of creative work: the climate for creativity and the creative process. This research analyzes interviews with eight creative team leaders in various managerial roles, and presents recommendations for technologies and workplace culture to foster creativity among virtual teams.