



Cloud and IT Infrastructure | Article

# **Bridging Creativity and Productivity in the Modern Workplace**

It's traditionally common to view creativity and productivity as two concepts that sit on opposing ends of the spectrum.

When creativity is mentioned, we tend to think of art, literature, and other creative works that have been lovingly created over time.

On the other hand, productivity conjures up images of the fast and efficient production of goods on an assembly line or factory floor.

And as their dictionary descriptions would suggest, both are concepts that are often seen to be mutually exclusive. You either have one or the other, with no intersections or in-between.



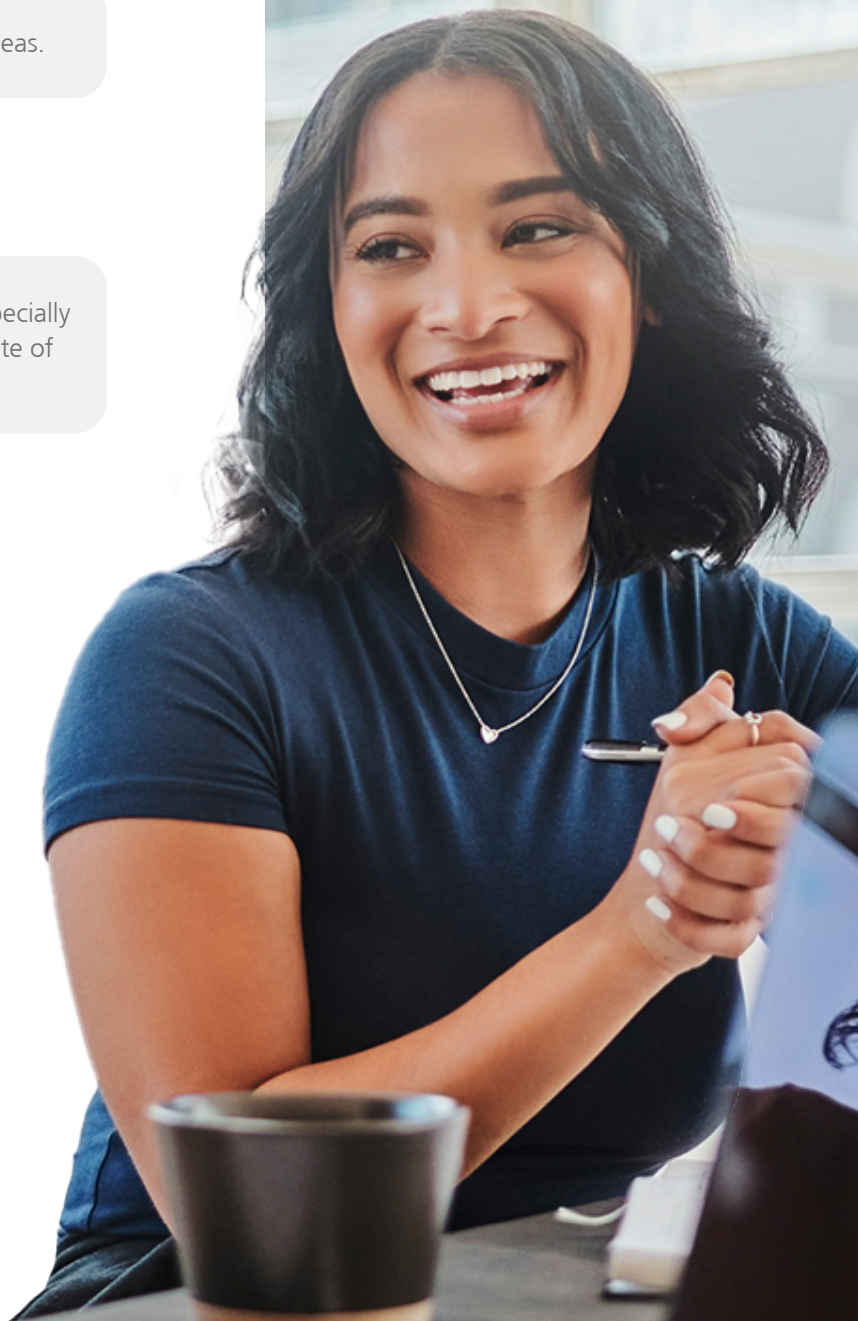
### Creativity

Producing or using original and unusual ideas.



### Productivity

The effectiveness of productive effort, especially in industry, as measured in terms of the rate of output per unit of input.



# A Modern Take on Things

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However, in the modern workplace, there is a slightly different take on these two concepts, though they are still often seen as being mutually exclusive.

In the modern context, creativity refers to the time-intensive focus on strategy, quality of results, development of ideas, or alternate concepts and approaches to how things are done.

Meanwhile, productivity is about getting tasks done and achieving set goals effectively, in the least amount of time.

In traditional business operations, firms are usually limited to choosing one over the other. But in the increasingly competitive landscape of modern business, companies can no longer afford to focus on only one of the two.

In today's world, businesses must be able to create original and innovative products and still deliver them on budget, on time, and within the required parameters. This is because customers are more discerning and demanding, and the competition is cut-throat at best.

Although embracing creativity and productivity at the same time may be a challenge, there are solutions that can help companies achieve this.





## A Balancing Act

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The answer lies in striking the right balance between creativity and productivity. When working on a project, it will be helpful to break down the required tasks into smaller individual bite-sized chunks and identify which of the two aspects each task requires.

Should both creativity and productivity be needed for a task, break it down further until you see a clear delineation of which is required. Clearly defining when and where creativity or productivity is required, will help you focus your time and attention on what is needed.

# Keep Your Eyes on the Prize

Once you have broken down the project into individual tasks and identified which needs creativity or productivity, the next step is to focus your efforts according to what is required.

For tasks involving creativity, flex your creative muscles by scheduling time to do some creative thinking. It can be 10 to 20 minutes or even up to a few hours, stimulate your creativity by engaging in activities that can inspire you to brainstorm new ideas and gain fresh perspectives.

## Feeding Your Creative Brain



Surfing on  
Pinterest



Watch  
Ted Talks



Bounce ideas off  
AI platforms



Research  
on Quora



Discuss  
on Reddit

While engaging in activities that provide inspiration is important, do specify clear objectives, establish boundaries, and set timelines. This is to keep from getting lost for too long in creative thought and being overwhelmed by too many inspirations.

For tasks that require productivity, itemise the requirements and parameters that you need to meet. And set up a workflow so that you can chart out the entire process. This will allow you to optimise the task for greater efficiency.

By focusing and keeping your eyes on the prize, you can effectively manage each stage of your project cycle. This affords you full visibility of each stage of the project—and clearly defines what you need to do for each task—which is essential to ensure consistent quality and fast execution.



# The Best of Both Worlds

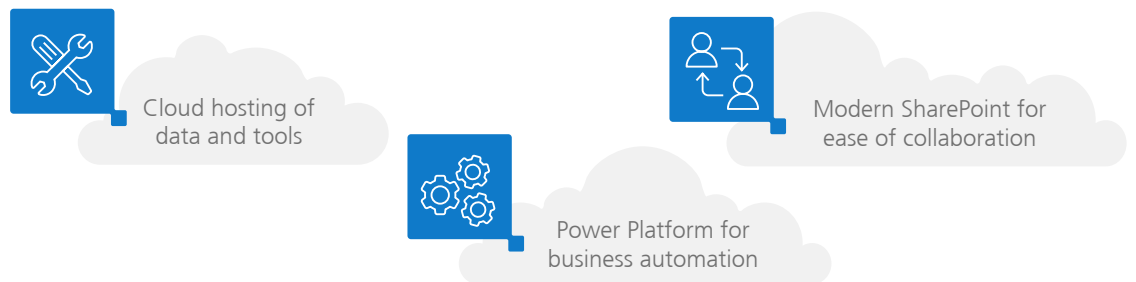
However, there is only so much you can do to walk the tightrope between creativity and productivity. And often, you may find yourself slipping or falling off the edge into one side or the other.

But as with most business challenges, technology can provide solutions that allow us to effectively utilise both creativity and productivity.

One such example is Microsoft's Modern Workplace, a new way of working that uses the latest cloud-based tools and services in Microsoft 365. The innovative solution provides seamless integration and systems agility, with the capability to evolve in the face of changing business conditions.

Leveraging the latest in digital technologies, Modern Workplace will require you to fully embrace digital transformation. This requires an investment, but it will deliver great dividends.

## Digital Components of Microsoft's Modern Workplace



Putting the right tools and resources in the hands of your employees affords you the best of both worlds, as it empowers them to be creative and yet remain highly productive. Successful adoption of Modern Workplace will allow your employees to connect, collaborate, and create from anywhere, improving both creativity and productivity by:

- Streamlining business processes
- Enhancing communication
- Enabling collaboration
- Ensuring security.

The added benefit of robust security will ensure fewer interruptions for your employees and less disruption for your business systems from unwanted interlopers. This allows them to have more time to be creative and productive.

# Bridging Creativity and Productivity

Let us explore how Microsoft 365 can bridge creativity and productivity in Modern Workplace. But before we begin, it should be noted that while many organisations are already taking advantage of M365 Office for more robust communications via applications such as Outlook or Teams, most have not unlocked the full potential of the powerful platform.

## Common M365 Communications Tools



Access  
(PC Only)



Publisher  
(PC Only)



Powerpoint



Word



Excel



OneNote



Teams



Outlook



Exchange



Bookings

Indeed, many businesses have yet to discover the powerful content, collaboration, and automation tools that are part of the overall Modern Workplace tool set. Nor have they leveraged the full potential of the IT management, IT automation, and security applications that are available.

## Advanced Collaboration Tools for M365 Power Users



SharePoint



Yammer



Viva  
Connections



Viva  
Engage



OneDrive



Sway



Lists



Forms



Stream



Visio



Planner



Power Apps



Power  
Automate



Power  
BI Pro



Viva  
Insights



Power Virtual  
Agents



To Do

The powerful collaboration applications and services in Modern Workplace can enhance both productivity and creativity for organisations of all sizes by:

- 1 Interconnecting your organisation's intranet and enterprise social networking platforms**
- 2 Allowing authorised access to data from any device, anywhere, anytime**
- 3 Increasing employee engagement with intelligent video creation, engaging content, user-friendly interface, and informative dashboards**
- 4 Efficiently managing work for individuals, teams, or across the entire organisation**
- 5 Creating, scheduling, and automating business processes for efficient workflow**
- 6 Empowering employees to make fast, informed decisions by leveraging advanced analytical capabilities to provide personal and organisational performance insights.**

But it is the addition of the following IT management, IT automation and security applications that makes Microsoft's Modern Workplace the technological game changer that is essential for all forward-thinking businesses.





# Modern Workplace Enablers

1

## Microsoft Autopilot

Ship devices, ready to go, straight to your employees.

- **Quick set-up** – Easy to deploy out of the box
- **Process Tracking** – Ensures security compliance
- **Hassle-free experience** – Personalised and seamless
- **Decide your own pace** – Connect devices as needed
- **Autopilot reset** – One-touch repurposing of devices

2

## Microsoft Intune

Ensure easy access to data anytime, anywhere, on any device.

- **Supports multiple iOS** – iOS, iPadOS, macOS, Android, and Windows
- **Secured environment** – Ensures security compliance
- **Management policies** – For company and personal data
- **Unified solution** – Manages your devices, apps, users, and groups
- **Access level control** – Ensures authorised access

3

## Microsoft Defender

Holistic, cloud-delivered, multi-capable endpoint security solution.

- **Cloud-powered** – Requires zero infrastructure
- **Quick deployment** – Minimal setup time
- **AI-powered** – Threat optics and industry intelligence
- **Security Automation** – Rapid threat assessment and response
- **Threat blocker** – Identified threat blacklist
- **Easy integration** – Plug into any existing architecture
- **Industry recognition** – 2021 Gartner Magic Quadrant for Endpoint Protection

4

## Azure Virtual Desktop

Securely connect users to the company Cloud via virtual tunnels and desktops.

- **Multi-session deployment** – On Windows 11 or Windows 10
- **Multi-user virtual environment** – Running Microsoft 365 enterprise apps
- **Access from any computer** – Via Remote Desktop Service (RDS) and Windows Server
- **Virtualised instances** – For desktops and application
- **Unified management** – Manage desktops and apps from different Windows versions

# Focus on Forward

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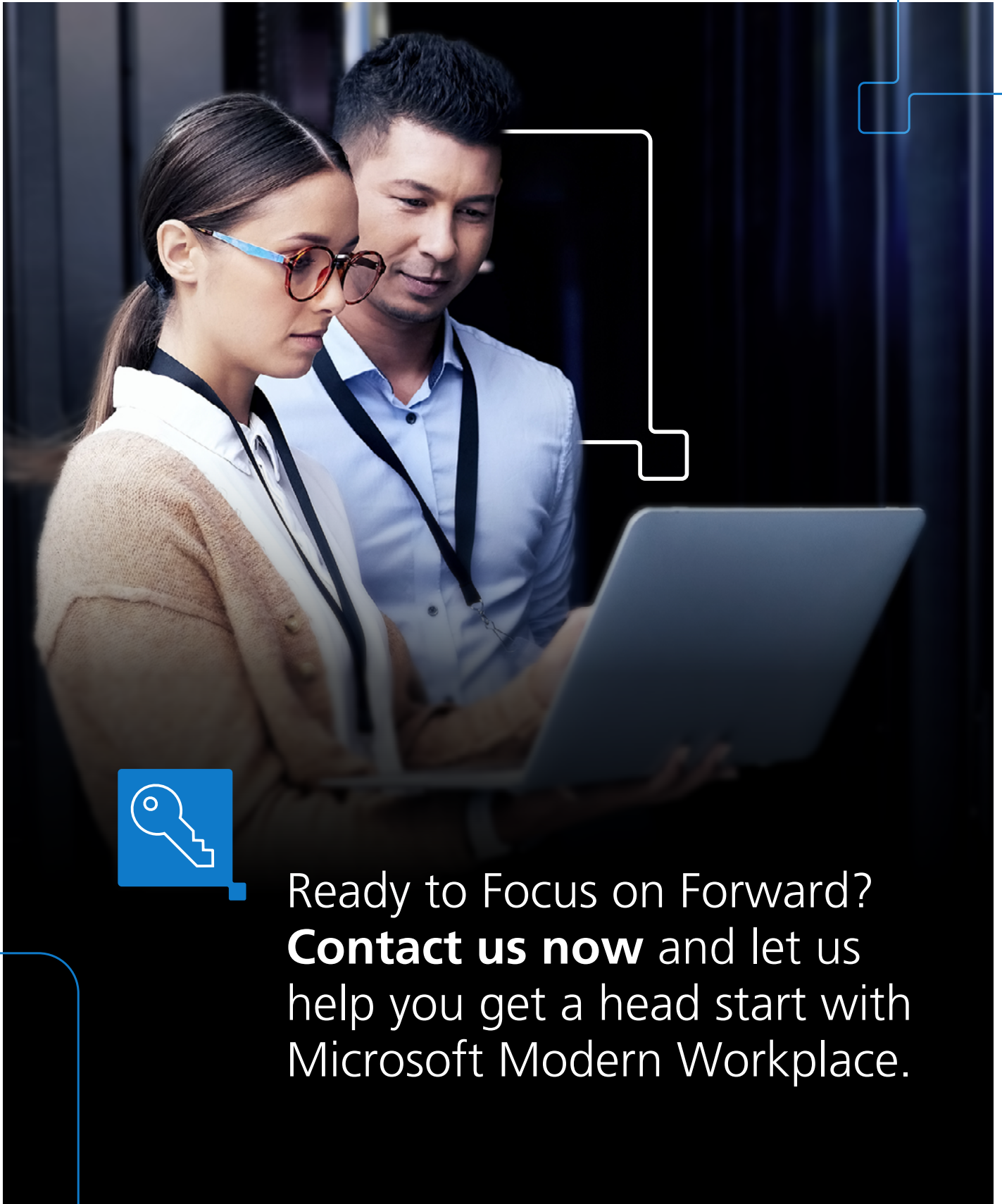
Microsoft's Modern Workplace empowers you to propel your business into an exciting new future by improving the balance between employee creativity and productivity.

Whether you favour productivity or creativity, Modern Workplace will allow you to work productively between multiple devices. And it will always be ready to enable you to collaborate when your creative muse inspires you, anytime, anywhere.

Through our technology partnership with Microsoft, Ricoh has been helping businesses like yours strike a balance between creativity and productivity with Modern Workplace.

As always, our aim is to simplify tasks and amplify positive outcomes so that you can focus on to what matters most—keeping your customers happy and your business profitable.





Ready to Focus on Forward?  
**Contact us now** and let us  
help you get a head start with  
Microsoft Modern Workplace.

# About RICOH

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Ricoh is empowering digital workplaces by utilising innovative partners and technologies and providing expert services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational capabilities

nurtured over its 85-year history, Ricoh is a leading provider of digital services, process automation, and information management solutions designed to support digital transformation and optimise business performance.



Learn more about our Cloud & IT Infrastructure at [ricoh-ap.com](https://www.ricoh-ap.com)

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