

Claim Your Creativity

**...for your
professional success
and personal growth**



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Thank you!

The appreciation of creativity has been inching itself into popular culture for the past several years. With books like “The Artist’s Way” by Julia Cameron and “Drawing on the Right Side of the Brain” by Betsy Edwards, ordinary people began plunging into the adventure of discovering their creative side.

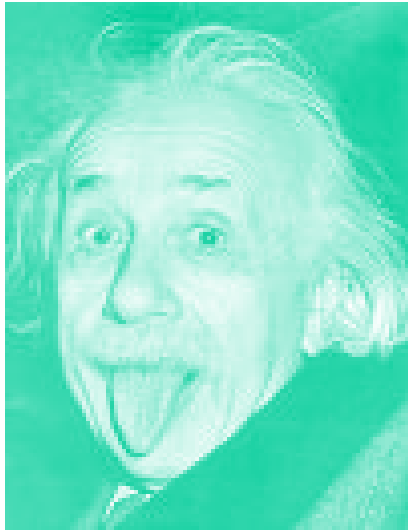


Now, the business world has been catching up to the prizes of creativity — not to mention the worlds of non-profit organizations, start-up entrepreneurs, leadership and politics. Indeed, it is increasingly accepted that creativity is highly valued — perhaps even more so that intellect and big-ticket college credentials.

There’s another plus: Creativity is healthy. Stress results with feelings of being overwhelmed. The creative person is able to respond more easily to challenging situations.

In “The Soul of a New Machine,” author Tracy Kidder offers a vivid account of what it’s like to work in a start-up environment where innovation, creativity and creative problem-solving are essential — and in demand every day. She offers many insights about the management of individuals engaged in this kind of work, and the difficulties of this management process.

But what is creativity and how to we get it?



**“Imagination is more
important than
knowledge.”**

- Albert Einstein



What is creativity really?

Our results-oriented culture has tended to look at those people whose creativity produces a product — a book, a painting, a movie, a building or a nicely cake — as officially creative.

But creativity is really more than a product. It comes from a place of “being” and involves an openness to experiencing a new part of self and a willingness experiment with thinking and behaving.

Creativity is the ability to spontaneously respond in a new way to a situation that matches the need of the moment.

It is the ingredient that helps us become powerful in our corner of the world. It looks at rigidity, tradition and fear in the face and courageously decides to do something different — not out of rebellion but because it is time for the world to expand into something new, something good.

It may be...

We have been less able to recognize people who identify new ways of thinking and behaving, especially in everyday and business life, as just as creative. Creativity comes from the ability of the brain to put information together in new ways.

And...

We have to banish the idea
that:

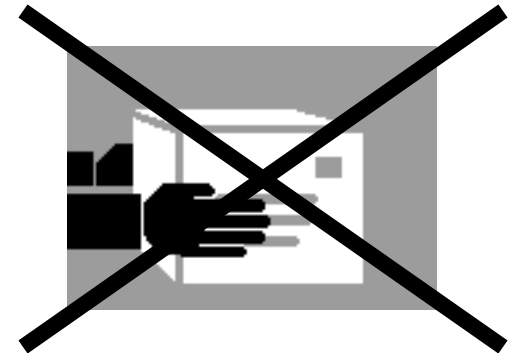
"Creativity is thinking outside of the box."

It is NOT!

Creativity is using BOTH sides of the brain — the right brain and the left brain — and the ability of the brain cooperate and to put information together in new ways.

We create best when we...

Balance the brain and use both
our thinking and feeling
capacities.



Forget the box!

It doesn't work that way!

**Forget the emphasis on
thinking. It doesn't work
that way.**

**It's the BRAIN, not the
box.**



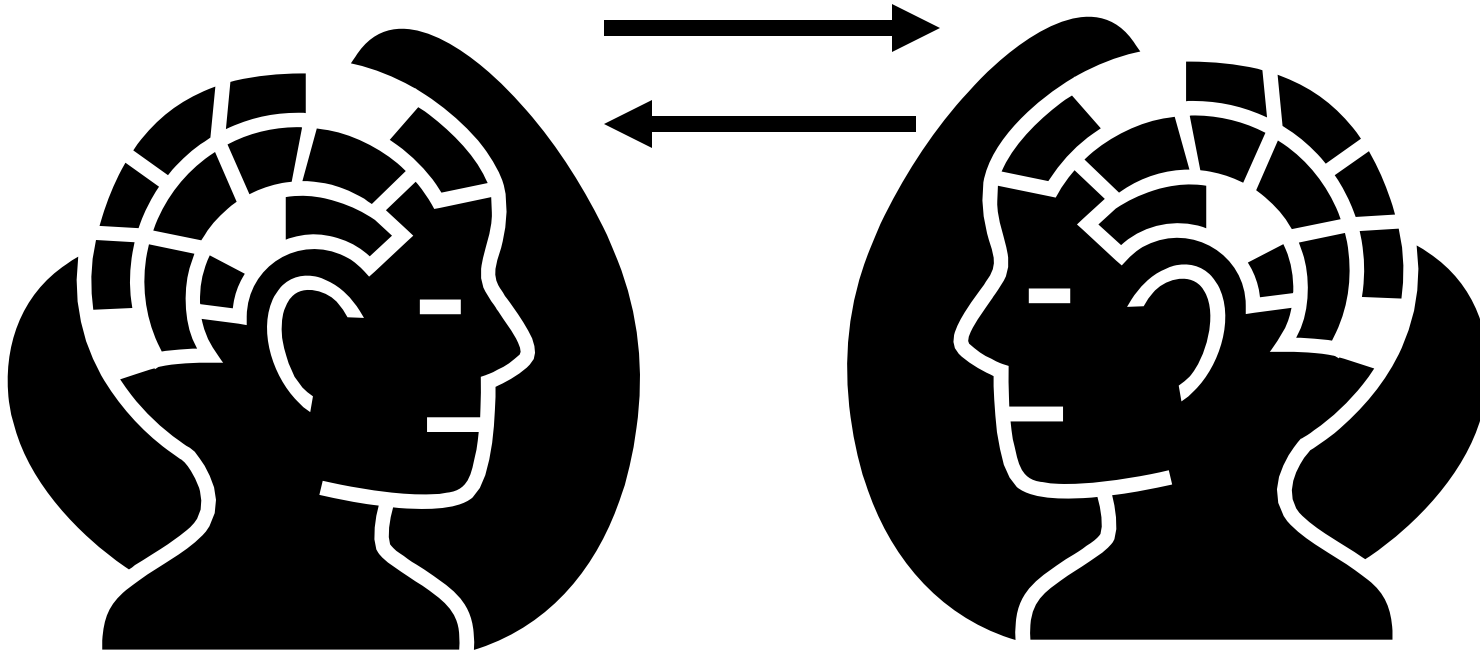
First of all, let's take a look at the 2 sides of the brain!

LEFT

Logic
Cognition
Speech
Writing
Ideas
Thought
Planning

Right

Experience
Music
Art
Movement
Senses
Intuition
Feelings



When the brain is creating, there is movement from right to left — and left to right!

LEFT

- Logic
- Cognition
- Speech
- Writing
- Ideas
- Thought
- Planning

Right

- Experience
- Music
- Art
- Movement
- Senses
- Intuition
- Feelings



Each side of the brain complements and reinforces the other!

What Wikipedia says about creativity

**Creativity is a mental and social process involving the generation of new [ideas](#) or [concepts](#), or new associations of the creative mind between existing ideas or concepts. Creativity is fueled by the process of either conscious or unconscious [insight](#). An alternative conception of creativeness is that it is simply the act of making something new. ~
www.wikipedia.com**

So what does this all mean?

Both sides of the brain need attention and stimulation.

It can be done.

1. Think
2. Feel
3. Return our feelings to the thinking brain

So we can:

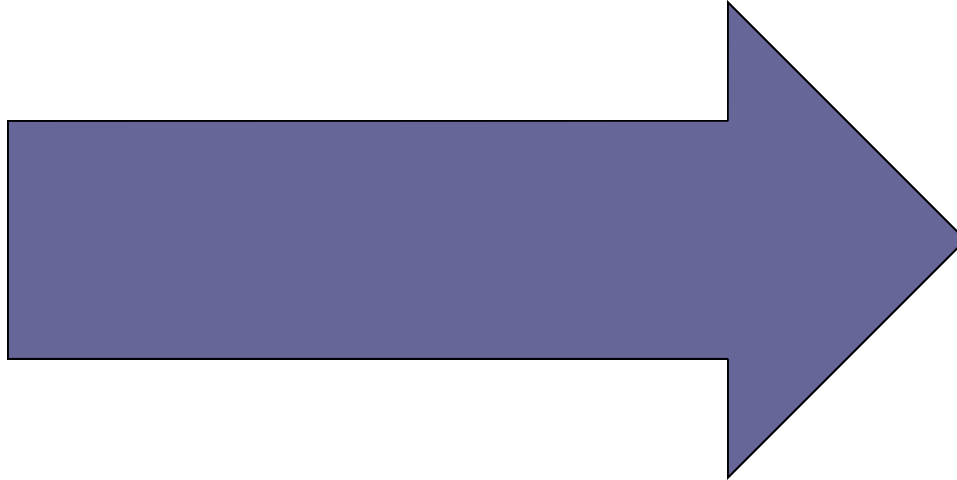
1. Communicate our new ideas and act on them to make them real.

Let's look! Turn the page!

You can expand your creative potential.

Doing so will help you feel more vitally alive and more able to face the world every day. You will be able to experience more authentic power in your life — and create a meaningful life for yourself and those people around you.

Keep reading for seven steps to expanding your creative potential,



“Creativity is a lot like looking at the world through a kaleidoscope. You look at a set of elements, the same ones everyone else sees, but then reassemble those floating bits and pieces into an enticing new possibility. Effective leaders are able to.” ~ Rosabeth Moss Kanter



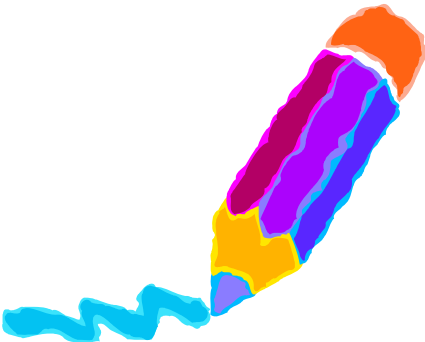
Spend time with creative people. This action will give you a front-row seat to watching various styles of creativity.

Observe how these creative act, think, relax, talk, behave and respond.

Ask them to talk about what events in their lives influenced their creativity.

If you don't know any creative people, begin by attending art gallery openings, museum receptions, musical and theatrical events, poetry readings, video screenings and remember to watch children playing in the park...

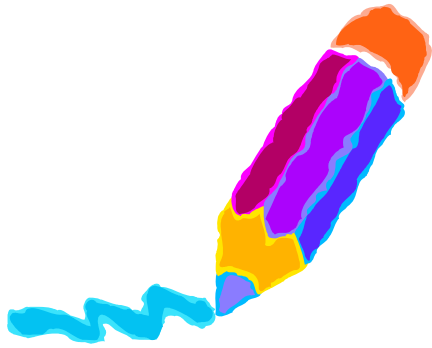
Creative people I know or would like to know:



2 Learn your own warm-up process -- your ability to ready yourself to birth a creative idea and take positive risks in making changes, even small ones.

What actions, events, people, situations and settings seem to encourage your creative actions?

How I observe my creative process is stimulated:



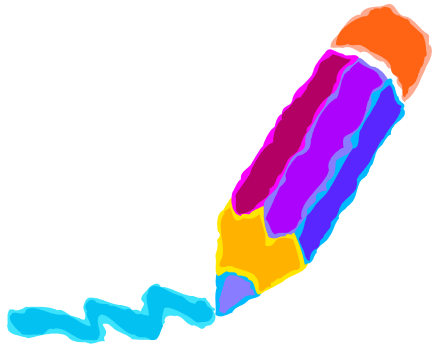
B Move, dance, exercise, bicycle, walk and stretch.
Any movement gets your brain in action.

Try yoga, tai chi or qigong.

These physical activities get us out of our thinking brain and allow us to truly inhabit all of our body. As the body moves, the right and left parts of the brain -- the imaginative side and the cognitive side-- are able to work together more efficiently.

Movement will also keep you healthy. and the endorphins that are released by your brain in motion will help you feel more alive.

Creative people I know or would like to know:

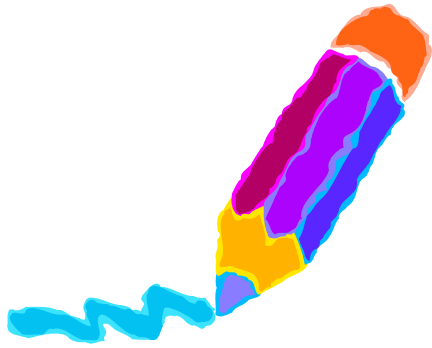


4 Listen to music and experiment with improvisational theater exercises-- even if you can't play or can't act.

Notice how different types of music promote various levels of energy within you. Experiment with music styles that you don't normally listen to.

Theater and drama exercises, role play and other kinds of play will help you practice different ways of responding, apart from your habitual roles. Trying out new roles actually expands our brain (see #3) and is an easy and effective way to change our behavior.

Ways to play and improvise:



5 Keep a notebook of interesting or creative ideas and observations.

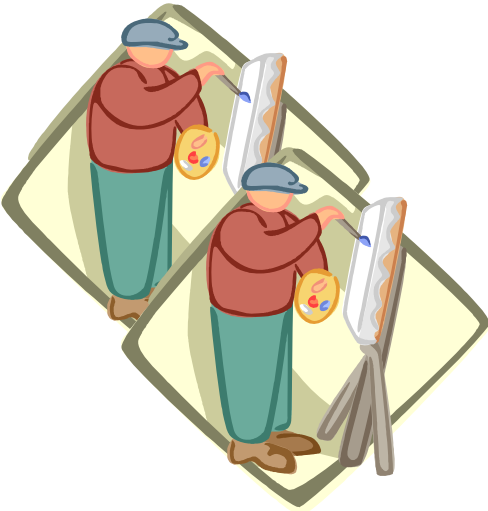
Get a notebook, art portfolio or an ordinary three-ring binder with paper.

Paste a few pictures from magazines that interest or intrigue you, even if you don't know why. Scribble and doodle, if you wish. Use stickers if you like them.

Get some extra magnets — letters, pictures or both — and arrange in various patterns on your refrigerator door, then write about your ideas in your notebook. **Whatever you do, don't censor yourself!**

See what happens.

What I'm willing to do:



6

Find a mentor, teacher or coach who can help you cultivate your new-found creativity.

Your mentor will help stimulate your creativity-building muscles with activities like these — and others. You'll be able to observe and track your own particular creative impulses and set the process in place for yourself.

Possible helpers to grow and sustain my new creativity:



Bonus!

Sir Ken Robinson [makes an entertaining and profoundly moving case for creating an education system that nurtures \(rather than undermines\) creativity](#). He is the author of

“Out Of Our Minds: Learning to Be Creative.”

Link doesn't work? See www.ted.com

Really great quotes about creativity!

"The reality of life in the 21st century is that the skills associated with artistic practices--creative thinking, self-discipline, collaboration and innovation--are skills that are in great demand. In fact, in our rapidly changing global economy, the skills the arts teach may be mandatory for everyone's success." Robert Lynch, ["Creating a brighter workforce with the arts: the skills taught by the arts will contribute to success in the knowledge-based economy of the 21st century"](#) *School Administrator*, March 2008

"As leaders and management educators seek to find other ways of communicating, creating knowledge, and making sense of the complexities of managing in the New Economy, we are likely to see the continued growth of arts-based learning in organizations." Cheryl Kerr, ["INTRODUCTION: Re-conceiving the artful in management development and education"](#) *Journal of Management and Organization*, No. 2008

"Listening to finer music and attending concerts on a consistent basis makes your real age about four years younger," Dr. Michael F. Roizen, the chief wellness officer of the Wellness Institute at the Cleveland Clinic, said recently. "Whether that's due to stress relief or other properties, we see decreases in all-cause mortality, reflecting slower aging of arteries as well as cancer-related and environmental factors. Attending sports events like soccer or football offers none of these benefits." ["Composing Concertos in the Key of Rx"](#) Matthew Gurewitsch, *New York Times*, March 25, 2009



Karen Carnabucci, MSS, LCSW, TEP, is a psychotherapist, coach, consultant and educator who employs traditional and contemporary models and the expressive arts to work with people to solve problems, make decisions and expand creativity.

She is a licensed clinical social worker and nationally certified trainer, educator and practitioner in psychodrama, sociometry and group psychotherapy. She has had the great good fortune of studying with Zerka Moreno, the widow and collaborator of Dr. J.L. Moreno, the European physician who developed psychodrama, and has practiced and taught these unique experiential learning methods in a variety of settings locally, regionally, nationally and internationally since 1989.

She has published *Practical Psychodrama*, a 45-page set of handouts for psychodrama students, and *Whole Person Marketing*, a marketing manual for holistic helping professionals, which may be purchased on her Web site [here](#). She has contributed chapters to professional books and written articles about trauma, the creative arts therapies, addiction and other clinical issues for regional and national publications, including *Many Voices*, *Healing Magazine*, *Counselor*, *D&A News*, *Midwest Meetings* and others.

Find out more about Karen Carnabucci and her programs and books at www.lakehousecenter.com.

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