

Unleash your creativity. Transform your life.

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What is Creativity?

A typical dictionary definition of creativity is "*inventive, imaginative, able to create...*"

But what does "*Creativity*" actually mean **to you**?

Before you begin to be more creative and unleash that dormant potential, it's important to understand what your own personal and unique interpretation of creativity, and being creative, actually is.

If you don't know what you're aiming for, how can you ever get closer towards it?

Creative People

Firstly, think of all the people that you consider to be creative. Think of people in your life, your family and social circle, people you work with, as well as people from history and in the public eye. Write down anyone who you admire or aspire to as being highly creative.

Think too about all the different contexts for being creative. Is your idea of creativity limited to "*traditional*" creative arts such as painting or composing? Consider the wider applications for thinking and acting in creative ways, in every aspect of life.

So, write a list of these people and beside each name, write exactly what they do that makes them creative and the qualities they have that support this.

How do you *know* they are creative, what evidence is there? How do they act and behave? How do they communicate, how do they dress and present themselves? How do they live their lives, what values and beliefs do they hold as important?

Write these down in as much fine detail as possible for each person in your list.

Creative Memories

Now consider your own level of creativity. On a scale of 0-10 how creative would you say you are overall in your life *right now*? And on the same scale, how creative would you *like to be*?

Everyone has areas of their life in which they are more creative than others. Think back to a time when you felt highly creative, in any particular aspect of your life, however large or small. Return to that situation in your mind in as much detail as you can, re-live it in the present, as if you're experiencing it now.

What are you feeling? What can you see around you? What can you hear, what are you telling yourself?

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Components of Creativity

Now compare this memory of your own to the descriptions you wrote earlier about people you considered to be highly creative. What common features are present to both descriptions? Pick 3 key "Components of Creativity".

Consider the following statement –

"A belief is only true if you act as if it were true."

If you completely and utterly believed you were a highly creative person (maybe you already do?), how would this affect your day to day life? How would it change the way you act and behave? How would it have a positive impact on the different areas of your life that are important to you?

Over the next 7 days, practice each of your 3 chosen "Components of Creativity" yourself. Think of all the ways you can apply them and integrate them into your way of life and your personality.

Act as if you truly believe you have an unlimited source of creativity within you. Don't worry if you don't yet believe you're a creative person. By knowing what you define and perceive as being creative, then acting this way yourself, you'll naturally begin to absorb these behaviours and ways of thinking and become the creative person you want to be.

Try your "Components of Creativity" individually and in different combinations. Make them simple and easy to remember. Notice what works for you and experiment and adjust your approach as necessary. Add new ones or modify the ones you're using to make them as effective as possible for you.

Everyone has the capacity to be highly creative and imaginative in their own ways. With commitment, practice and experimentation, significantly increasing our levels of creativity is easily achievable for all of us.

So, how creative do **you** want to be? The choice is yours...

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