



How is Your Limited Thinking Giving Your Competitors the Edge?

From: Susan Bock, CEO (Chief Everything Officer!)

Accessing Your Creativity

Each of my clients is unique, special, and one-of-a-kind. In addition, probably 75% say they have no creativity to access! Clients hire coaches to overcome, learn, develop, grow, and yes, change the way they think. One of the pivotal discussions is about creativity. Typically, when beginning the discussion, I hear a groan, moan, gasp, or even a pitiful request – “Do we really have to talk about this? I couldn’t be creative if my life depended on it!” Does this sound familiar to you? If so, then this article is meant for you!

When you fail to access your creativity, your competitors win! Clients hire you because you skillfully and creatively demonstrate how your product or service is just what they need. Today, in this worldwide, instant access business environment, creativity is essential to define and attract clients. You have to break through the clutter and stake your claim.

This is *not* just about your marketing material; it *is* about how you approach every aspect of your business. You can access your creativity anytime, anywhere. Here are a few examples: creating strategic alliances; partnering for specific events/promotions; bartering for services; cross-promotion; advertise for you clients with posts, tweets and endorsements on LinkedIn.

Yesterday, the message was ‘think outside of the box’. Today, the message is ‘smash the box!’

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True False



Fact #1. You are creative.

How that creativity shows up in your life or how you express it is part of what makes you who you are.

True False



Fact #2. Creativity is more than drawing, painting, writing or any other ‘ing’ words!

You demonstrate creativity in how you dress, your professional style, expressions and experiences. Your creativity forms your thinking, how you associate and relate with others. The list goes on and on!

True False



Fact #3. You can access your creativity any time you want to!

How and when is up to you. The key is that you must, yes *must* access your creativity frequently!

Here are some suggestions that may help you uncover, discover or recover your creativity!



Do what you love – what piqued your curiosity in the past? Did you enjoy playing the flute as a kid? Did you love visiting museums or admiring the colors and layout of garden? Try recapturing that interest and see where it takes you. Do you love to build things, color in coloring books, cook, or entertain?



Go outside –get your heart rate up. Physical exercise coupled with fresh air is a great way to get your creative juices flowing. If you don't like to exercise, do it anyway and call it meditation or self-time or whatever – just do it!



Stretch your thinking - this is one of my favorites because I learn new things, discover new concepts and I don't have to be an expert to do it! Whether it's playing a new game, spreading paint on a canvas, re-arranging your living room, or wander through the library – go for it!

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Sign up for a class – your local community college, city parks and recreation, even your local retirement center could be just the place for you to check out classes. They offer a variety of classes of abstract painting to yoga. Just try it, you might meet some new friends and discover a whole to dimension to life.



Take small steps as you venture forth into this new territory. You will build your confidence along the way. Discouragement sets in when we take on too much – pace yourself and you'll be amazed at what you can achieve.



Be realistic when starting a new creative activity. Expecting to create a bestseller with the first stroke of the pen or keyboard does not provide you with room to grow and develop your talent – it does just the opposite. Keep both feet firmly planted in reality and allow your talent to soar into outer space.



Find inspiration where you least expect it. Browse through a bookstore, craft shop, art store, museum, or antique boutique. If you keep your eyes and mind open, you will be inviting inspiration into your life.

In summary, my wish for you is to open yourself to the wonderful world of creativity. After all, you don't wear exactly the same clothes every day, eat the same food each meal, or enjoy the same activities. Nor do you want to give business to your competitors. Tap into all of your resources, energy and potential.

Expand your thinking and you will expand your world! Be more than you are – go for it!!

A special thank you to my editor, who consistently provides me with encouragement, inspiration, and opportunity to laugh at myself.

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I've shown 1,000's of women how to let go of what is holding them hostage and step into their purpose, power and potential. Would you like to learn more? Check out my Coaching packages and 'On Purpose' Power Products at www.SusanBock.com

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