

creative wellspring

Creativity in Business: Course Overview

TOPIC	WHAT YOU LEARN	RESULT	BENEFITS
TOOLS OF CREATIVITY			
Faith in your Personal Creativity	Understand broader sense of creativity and its myriad applications. Recognize your own creative/intuitive process, how it works and how to access it. Let go of assumptions and expected results; instead, set clear intentions.	Ability to inject the broad nature of personal creativity into business. Increased confidence in ability to thrive in the unknown. More open to inner resources.	Creative solutions to complex problems. Authentic, confident leadership, at deeper levels within the organization. Stronger and more innovative individuals and teams.
Suspension of Judgment	Develop awareness and recognition of your internal (and the cultural) Voice of Judgment (VOJ); learn practices to suspend the VOJ then think clearly with imagination and curiosity, choosing instead from your authentic Self.	Awareness of the VOJ, resulting in creation and action from a clear intellect, curiosity, and imagination.	Awareness of constant chatter, allowing for suspension of judgment. Clarity of thought and choice that supports motivated action and innovation.
Precise Observation	Develop precise relational observation. Be in your experience, aware of the larger forces around you. Deepen sensory awareness. Importance of sensing both your presence as an individual and member of a team or community.	Embodied creativity and rich experiences provide ability to move from personal to the collective perspective.	Capacity to recognize your personal creative voice in relation to the group. Ability to discern and create individually and collectively due to heightened awareness of the needs of and possibilities inherent in the (group) whole.
Penetrating Questions	Questioning techniques to reveal the heart of any situation. Clarity in understanding what is emerging from the whole and within. What is the question that wants to be asked?	Ability to formulate potent clarifying questions and bridge your individual perspective with that of the group.	More fluid personal and team interactions; more effective decision making. Clearer thought processes and more elegant planning, solutions and presentations.

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CHALLENGES			
Purpose & Vision	Develop and clarify your own personal sense of purpose and values. Develop clarity around your own life purpose using new knowledge of your values, authentic qualities, and core strengths.	Increase motivation and security through personal meaning and increased commitment. More passion for work.	Harmony and consensus on purpose. Greater alignment and commitment with resulting increases in creativity, authenticity, innovation, leadership, and productivity.
Time & Stress	Take conscious innovative action by removing your personal barriers to taking “Action”.	Reduced procrastination. Increased efficiency and effectiveness.	Improved productivity. Reduced absenteeism. Healthier workforce.
Relationships	This is where true learning happens...in relationship, with others and the world around you. See and appreciate the highest in yourself & others (recognize the commonality that exists).	Mutual respect. Increased communication. More trust in relationships. Increased harmony in working environments.	Get into fluid working relationships, and maintain and accelerate team development. More trust and openness. Diversity efforts facilitated and appreciated.
Balance	Effectively balance your personal and professional life. Develop your intuition for better decision making. Make clear choices quickly. Understand dynamic creativity and how to move between personal and group innovation and action.	Eliminate conflicts and create synergy between personal and professional life.	Employees integrate between personal and professional lives. Longer term commitment to the organization. Utilize cycle of dynamic creativity to produce results through conscious collaboration and consensus.
Prosperity & Self-worth	Free yourself from negative judgment. Develop and apply the full richness of your creative resources. Recognize your own greatness without ego and status needs.	Increased self confidence and morale. Improved leadership skills.	Mutual self respect and dignity practiced in the organization. People throughout the organization have a solid grounding in the midst of chaos.

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CHALLENGES			
Bring your Creativity to the world	How to move from creative inspiration to physical creation. Prepare and present an expression of your personal creativity to peers.	Practical integration of tools and challenges, and the cycle of dynamic creativity.	Practice using tools. Employees develop knowledge of and experience with their own dynamic creativity and that of their peers. Broaden experience and awareness of idiosyncratic nature of personal creativity