

creative wellspring

Personal Creative Journey: Program Description

*We shall not cease from exploration
And the end of all our exploring
Will be to arrive where we started
And know the place for the first time.*

T. S. Eliot

What is the Personal Creativity Journey?

The Personal Creativity Journey is a process for tapping into your full creative potential to create breakthrough results on a personal or professional challenge or goal. The program was developed by Michael Ray and others, based on proven methods from his Creativity in Business work at Stanford and in corporations, and is now available through Creative Wellspring.

The program is self-paced and flexible. You will learn and apply the key lessons of the Stanford Creativity in Business course by working with interactive multimedia software. A professional coach will guide you on the journey of developing a vision and plan around your goals and challenges, and then applying the powerful Creativity in Business tools to make your vision a reality. Through weekly half hour coaching phone calls, your coach will facilitate your process of moving from goal/challenge to compelling vision to action steps, and then hold you fully accountable for what you say you want to do. Your coach is as committed to you achieving your vision as you are.

Most of the learning in this program does not require dedicated time, but rather attention and practice to integrate new ideas into your day-to-day activities. This is not something separate from your personal and professional day to day, but rather a much more powerful way to go about your day to day.

Program Structure and Themes

The program will begin with a one hour foundation session with your coach, during which you will set goals for the program and begin to develop a vision and action plan.

The program will then cover one creativity topic per week for a period of ten weeks. It is primarily experiential, introspective, and interactive with a minimum of “one-way-presentation” of ideas. The first four weeks focus on building a foundation in four essential tools of creativity.

Tools for Creativity

- Week 1: Faith in Your Own Creativity
- Week 2: Absence of Judgment
- Week 3: Precise Observation
- Week 4: Penetrating Questions

The next six weeks focus on going more deeply into the tools as you apply them to six general work/life challenges facing those who seek to live a creative and meaningful life.

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Work/Life Challenges

- Week 5: Purpose and Vision
- Week 6: Time and Stress
- Week 7: Relationships
- Week 8: Balance
- Week 9: Prosperity
- Week 10: Bringing Your Creativity into your Organization and the World

In addition to the specific weekly topics, the program is organized around two themes:

1. Discovering yourself, your creative resources and your highest potential
2. Applying the creativity lessons to make significant progress on a challenge or goal

Theme 1: Discovering yourself, your creative resources and your highest potential

Over the ten week period you will reflect on and develop answers to two important questions in discovering your highest potential:

"Who is my Self? and What is my Work"

The capital "S" on Self and the capital "W" on Work are used intentionally. We are talking about your higher Self, your complete potential — that which allows you to be fully creative in all parts of your life and business. We are talking about your life's Work, that which gives your life meaning, satisfaction, and a driving sense of purpose. These seemingly innocent questions, if answered with attention to your inner depths can yield profound insight and direction. Your coach will guide you through this exploration throughout the program.

Theme 2: Applying the creativity lessons to make significant progress on a challenge or goal

In addition to enhancing your self-discovery, the creativity topics and exercises will introduce new ideas, tools and skills that will spark new insights and perspectives for you. The best way to anchor these new approaches is to immediately apply them to a current goal or challenge that has real personal significance for you. Your coach will help you to clarify and apply your insights to your specific challenge and immediate issues so that you can move to action more effectively and keep learning from your experience along the way. By the end of the program, you will have:

- made significant progress on your challenge/goal
- achieved many unpredictable insights and inspirations in other areas along the way
- internalized tools and processes to apply to future challenges
- learned coaching skills that will have lasting value in your interactions with co-workers and people you manage

Finally, the program will close with a one-hour "closing session" with your coach during which you will pull together your learnings, assess your progress, and determine your next steps.

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Weekly Activities and Time Commitments

Participants typically spend 1-1/2 to 3 hours per week working according to their individual schedules and preferences with the Creativity in Business material. The weekly activities include:

1. an interactive multimedia software module for each week's topic
2. a "Live-With" for each week's topic - an idea to keep in mind and practice as you go about the week
3. a 30-minute weekly telephone session with your coach

Interactive Software Module:

The interactive software presents:

1. The week's topic (in the "Big Picture" section)
2. The week's Live-With, a heuristic, or rule of thumb, for how to put the topic into action as you go about your day-to-day business during the week
3. Several "Hands-On" introspective exercises.

Go into the software and print the Live-With at the beginning of the week, and complete as much of the software module as possible early in the week to support you in practicing the Live-With for a full week. It is strongly recommended that you set a weekly "appointment time" with yourself for early in the week to be sure you have time set aside to do this (note: you can always reschedule with yourself as needed.) Then, you can come back later in the week to any exercises you didn't yet complete.

Live-With:

For each weekly topic there will be a different Live-With. The aim of this Live-With is for you to apply each creativity tool and challenge in a meaningful way that works for you, in the context of your own work and home environment. Each Live-With builds on the previous one and gives you insights into your own creativity and creative process.

The idea is to practice the Live-With in everything you do throughout the week! Live-With practice is meant to be integrated into your normal work, and therefore should not require you to take any dedicated time away from your daily schedule to practice. It does, however, require you to try out new approaches, take risks and develop an increased sense of awareness around the topic. If you can give it a small amount of attention and mind share during the course of your week, it can deliver tremendous insights, learnings and breakthroughs. The idea is not so much to intellectually *understand* each Live-With, but to be *immersed* in experiencing it and to pay attention to what happens when new behaviors and approaches are taken.

Coaching Call:

Each week you will have a 30-minute telephone coaching session to discuss your learning experiences, progress on your program goals, and next steps. The role of the coach is to help you to "deepen your learning" and "forward your action." The coach is committed to your agenda and will use the time to discuss whatever is most important to you. To get the most out

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of this call, please complete the coaching call prep form and return it to your coach the day before your call. Many people find that the act of reflecting and writing about their experiences on the prep form leads them to profound insights they wouldn't otherwise have realized.

(Completely Optional) Reading and Journal

Since the required informational material is contained on the interactive software, there is no required reading for this program. However, many people enjoy the reading as a supplement to the software when you want further depth, are unable to get to the computer, or simply feel like reading a book. Therefore, we will provide you with the two books used in the Stanford course to use at your convenience during or after the program.

- *Creativity in Business*, Michael Ray & Rochelle Myers. Doubleday, 1989
(Named by *INC. Magazine* as one of the top Business & Management books ever written)
- *The Path of the Everyday Hero*, Lorna Catford & Michael Ray. Tarcher, 1991
(Named by the *New York Times News Service* as the #1 Business Self-Help book of that year)

The program schedule-at-a-glance shows the book chapters which correspond directly to the weekly topics we cover. Also, on the software there is a rich library of related articles and transcripts from past guest speakers in the Stanford class, organized by topic.

Journal: Some participants find it valuable to keep an ongoing personal journal to record observations, insights and questions that arise throughout the program. The software will be connected to your word processor so you can save and print your notes from introspective exercises. You can also use this computer journal and/or regular pen and paper to record additional observations and insights as you have them.

What to Do in a Busy Week:

On an extremely busy week, don't worry if you can't do it all - just practice the Live-With (which takes no time except the 10 minutes to print it) and keep your coaching appointment. You can always come back to the software another time.

What is the Cost of the Program?

There are two options:

- The Personal Creative Journey at \$2000, which includes the software package, 1 hour long exploration call, 10 30-minute personal coaching sessions and course books.
- The Personal Creative Journey at \$2800, which includes the software package, 1 hour long exploration call, 10 55-minute **curriculum deepening**/personal coaching sessions and course books.

Background and History of Creativity in Business

Creativity in Business is a personal/professional development process created for corporations. It builds a lasting capability for individual creativity, including skills for personal effectiveness in environments of great ambiguity and change. When done with work-teams and departments

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inside companies, the process also impacts team effectiveness, co-creativity, and organizational culture.

The program recognizes that true creativity in business results from the contagious energy of inspired and creative individuals. Thus, the program is designed to:

- enable participants to discover and consistently tap into their full creative potential
- challenge individuals to make their greatest contribution by uncovering and removing blocks to their creativity, passion, purpose and vision
- inspire increased risk taking, innovative problem solving and consistent breakthrough thinking
- re-ignite motivation and passion for work through exploring the alignment between participants' personal mission/ purpose and the purpose of their organization and profession

Professor Michael Ray and others developed the original “Personal Creativity in Business” course at the Stanford Graduate School of Business. In addition to being one of the most popular courses in the business school over the last twenty years, it has also led to three books, an audio cassette program, and a PBS television series. It has received worldwide media attention for its ability to bring out people’s highest potential in both business and everyday life. Inc. Magazine chose Michael Ray’s book based on the process as one of the best nine business and management books ever written. This program has been delivered to several hundred business people, mostly working with groups inside major corporations.

Creative Wellspring offers the “Creativity in Business process” in a powerful ten-week course format to corporations and small businesses. This corporate program is delivered through a unique combination of learning methods, including live workshops, award-winning interactive software, professional coaching, and group conferencing.

About your Coach:

Julie Daley, CPCC, is founder of Creative Wellspring and a creativity coach and consultant, with a focus in personal and professional creativity, life transition coaching, and women’s leadership development. A certified coach and graduate of the Coaches Training Institute, Julie coaches clients in a wide array of professional and personal areas. By focusing on finding the creative self in both personal and professional life, Julie helps her clients to reconnect with their own creative nature. Through deeper understanding of their own idiosyncratic creativity, as well as focused creative action, which strengthens the creative muscle, clients experience sustained growth and change in both their personal and professional lives.

Julie also has a profound respect for, and intimate personal experience with, the difficulties inherent in times of transition and challenge. In her work with Creative Insight and Tuesday’s Children, she is a teacher and coach for family members directly affected by 9/11. Julie knows the truly powerful experience of the tumult of transition as well as it’s incredibly creative potential.

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With over fifteen years experience as a systems analyst and assistant vice-president for a mid-sized financial institution, Julie also brings extensive business experience and knowledge to her work. As a recent graduate of Stanford University, majoring in Interaction Design, an interdisciplinary degree in Computer Science, Psychology, Art, and Communication, Julie is well-versed in current thought on user-experience design and has particular expertise in client-centered program design.