

How to BE more Creative with Work

Your Work is a Work of Art
Real Estate is as much an Art Form as it is a Science



Member Monday
May 23, 2022

Coach Mike Stott
Your Coaching Matters





Good Art is about
Narrative... It
tells a Story

- Think about it... when you see or hear something that moves you, it moves you because there is a story.
- People stand in front of paintings **LOOKING** for the story.
- We look beyond what is there for a story all the time... MSU'ing



In College English

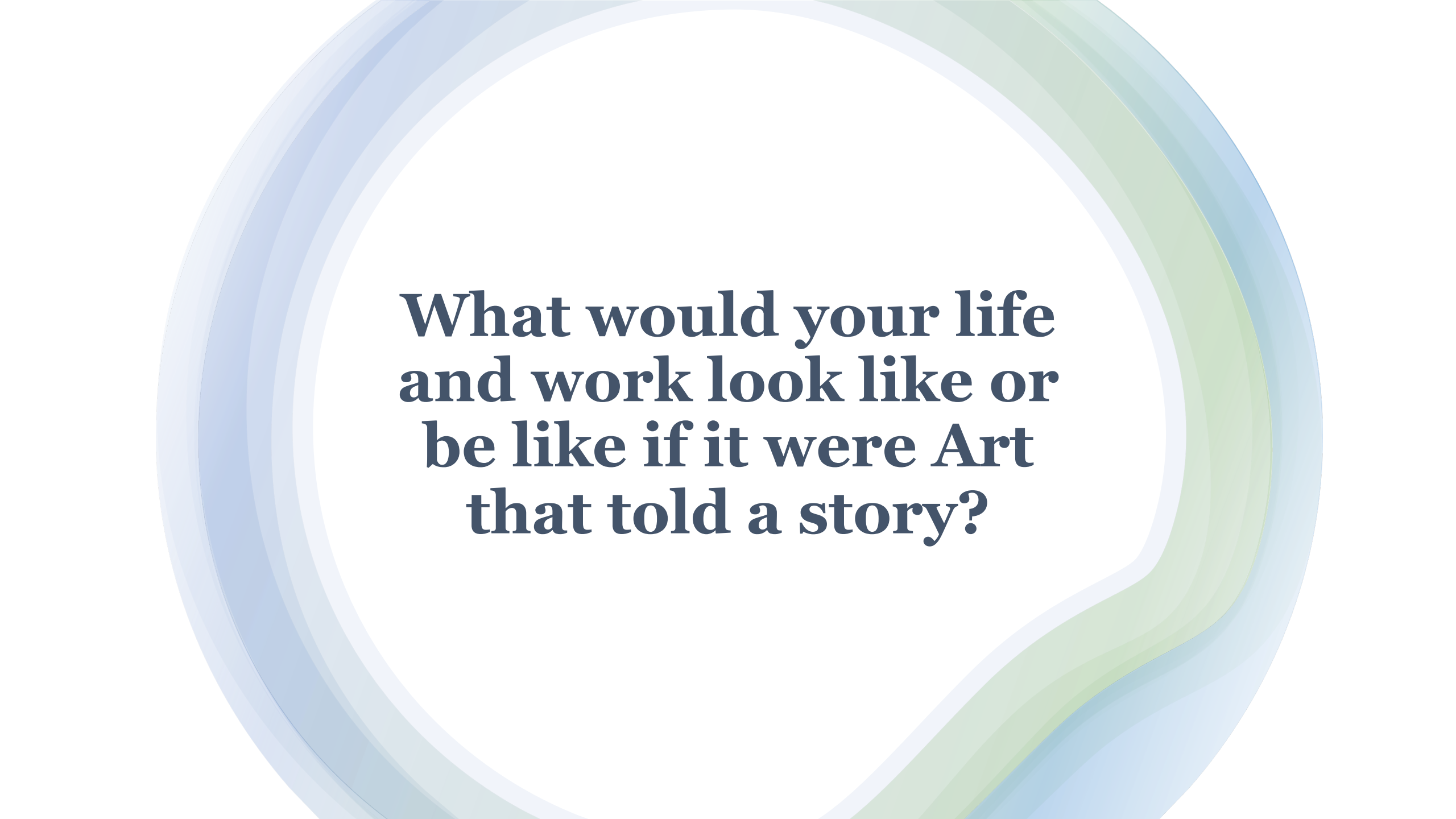
Whose woods these are I think I know.
His house is in the village though;
He will not see me stopping here
To watch his woods fill up with snow.
My little horse must think it queer
To stop without a farmhouse near
Between the woods and frozen lake
The darkest evening of the year.
He gives his harness bells a shake
To ask if there is some mistake.
The only other sound's the sweep
Of easy wind and downy flake.
The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.

We spent over 18 hours MSU'ing this short poem – everything from social obligations to Santa Claus to Jesus's birth!

A blurred background image of a business meeting. Several people in professional attire are gathered around a table. One person is holding a tablet displaying a chart, while others are gesturing or holding coffee cups. The scene is brightly lit, suggesting an office environment with large windows.

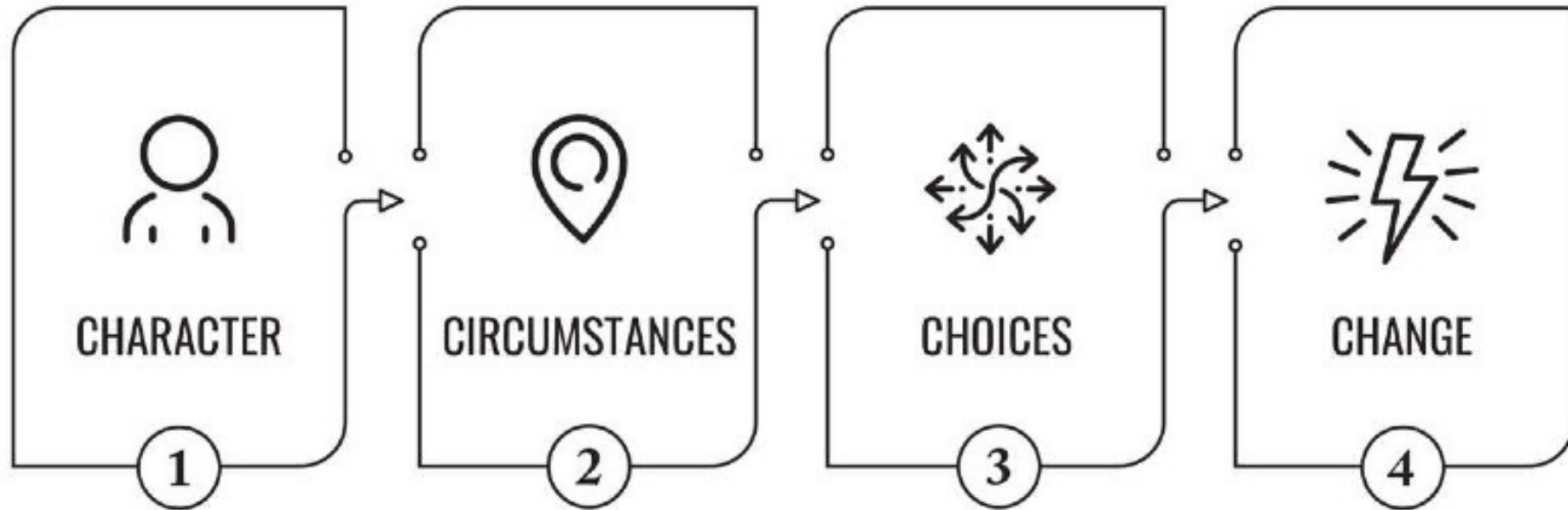
What Story is your Work Telling?

- One of passion and love for the business?
- One of frustration and business?
- One of desperation?
- One of bringing more in value than you earn in commission?

The background features a series of concentric, slightly irregular circles in shades of light blue and pale green, creating a soft, artistic frame around the central text.

**What would your life
and work look like or
be like if it were Art
that told a story?**

A Story Is ...



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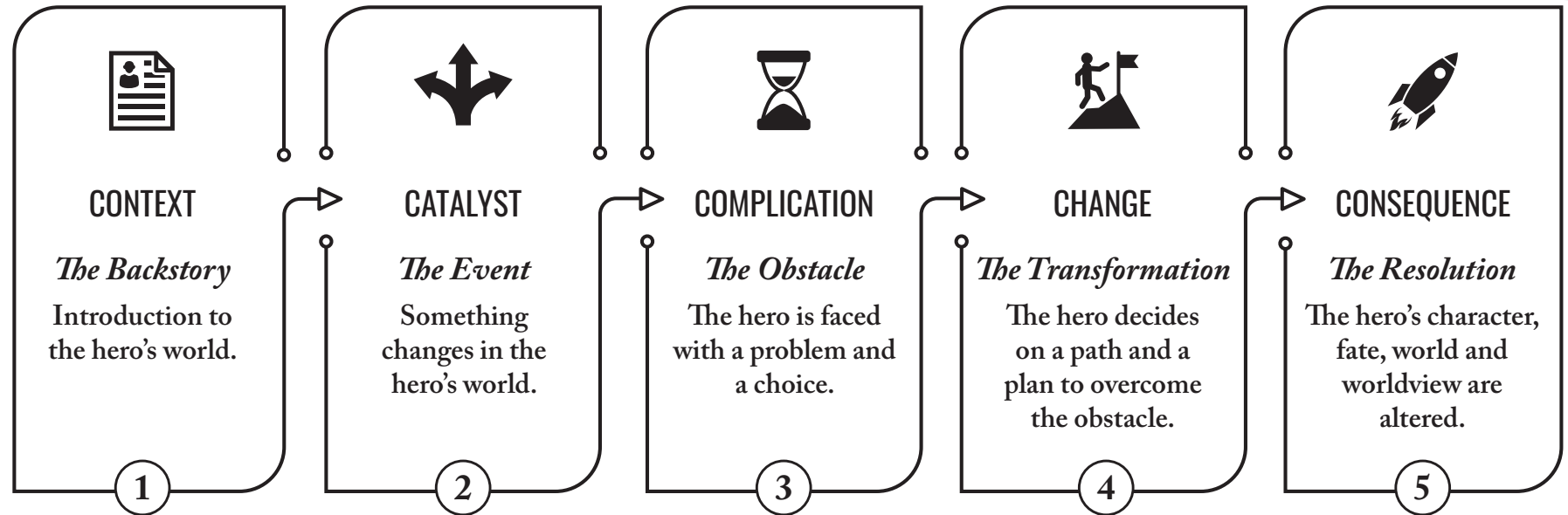
The Three Storytelling Principles



The 5 Cs of Story Structure

by Bernadette Jiwa

The 5 C's Story Structure

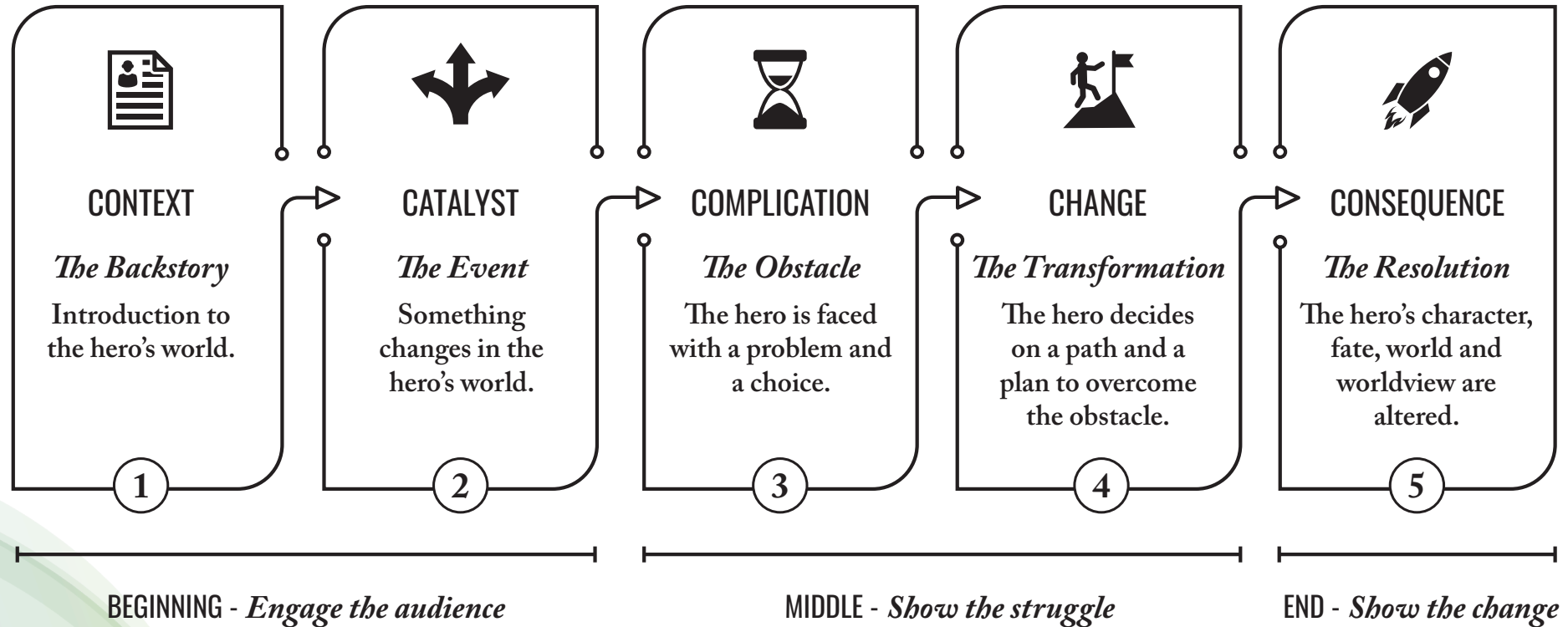


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The 5 Cs Shown in the 3 Section Scaffold Beginning Middle End

The Story Scaffold



Inspired from “Creativity at Work by Linda Naiman

How can you bring more Artistry into your life and work?

#1 Intention

Artists begin their work with intention and purpose. They have some idea about the end-product they want to create, whether it is a song, a poem, a painting or a movie.

At Your Coaching Matters, we say to start with your Life Intentions. When your goals are in alignment with and are supporting your LI's you find more ways to be Creative in fulfilling them. There is REASON you are doing “all this.”

Join Donna on Friday at 2pm ET /11am PT to Discover or Re-Discover your Life Intentions.



#2 Focused Attention



The metaphor of flow is one that many people have used to describe the sense of effortless action they feel during a peak experience. Athletes refer to it as “being in the zone,” mystics as “ecstasy,” artists and musicians as “rapture.”

Flow is characterized by effortless concentration and enjoyment. We are completely absorbed in an activity and time disappears. Distractions disappear.

To achieve flow, we also need the right balance of skill and challenge. If a task is too challenging, we experience fear, and if it’s not challenging enough, we experience boredom.

To establish more flow in your work, the first step is to **prioritize and focus on what is most important.** Devote your best thinking time for tasks that most need your creativity and focused attention. And don’t allow interruptions.

At Your Coaching Matters we say to Set a Goal that supports one or more of your top 3 Life Intentions... to the EXCLUSION of the other options. When we have too many to work on, none get done. Put your blinders on.

When you are creating Art

You “get to” spend time and creativity creating — you don’t “have to work.”

You experience success and the energy of enjoyment that comes with it.



When we experience Dis-Ease

Its often because we are

- 1) Seeing our clients and people we work with through a Red Lens instead of a Green Lens; or
- 2) We are not Living our Standards of Integrity. We've fallen off that card.

Action Step – when experiencing incoherence or dis-ease, pause, take a few box breaths, and ask yourself what if I make up a different story that allows me to

- 1) See them through the green lens
- 2) Take an authentic action that would get me back on the card.



#3 Artistry

Artistry can be defined as having mastered a skill sufficiently enough so that you don't have to think about it. Artistry is the bridge between concept and craft.

Once you have mastered a skill you can transcend technicalities and focus on creating, inventing and innovating.

Artists constantly work their craft by developing their skills.

In order to take on more challenge and stay in the flow, you may need to learn new skills.

How often are you working to improve your skills?

Don't get caught up in creating a masterpiece. Focus instead on developing your craft. Slow down and become absorbed in the process. When you relax and enter that place of flow, you will notice your mind quiet down, and creative imagination starts to bubble up.



#4 Pay Attention

Artistic qualities such as: Seeing with new eyes, sensing and perceiving, mastery, finding beauty, meaning, elegance, rhythm, melody, harmony, and composition — can be applied to all aspects of our lives.

Reflect on these qualities and ask yourself which ones are present in your life and which are missing.

How would you describe the rhythm of your life and work?

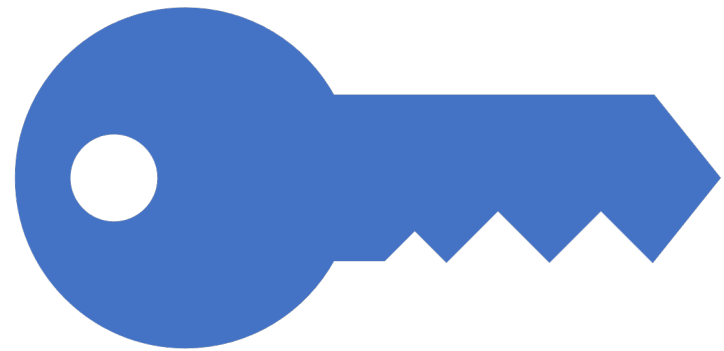
How could you achieve more elegance in your work?

How can you enhance the aesthetic experience of your customers?

Be imaginative. Rather than focusing on problems, focus on possibilities and finding artful solutions.

What does it take to lead an artful life and have artful work?





#5 Action

Creative expression is one of the keys to living and working artfully.

Imagination without action doesn't make you creative; it only makes you imaginative.

Action brings ideas to life.

Action Steps

Always be searching for language that can be used to convey your story with more meaning or more concisely.

Listen to books/podcasts about other successful people. I like Tim Ferriss, Robin Sharma and Donna loves Seth Godin.

Spend a few minutes everyday just thinking about art – Try out DailyArt.com or go to local museums

Roleplay with other YCM members specific conversations you can become more artistic with.

