



CREATIVITY and *FLEXIBILITY*



Member Monday
June 27, 2022
Coach Donna Stott
Your Coaching Matters

How to use BOTH
to transform your
business

Over the next 6
months *OR LESS!*



Creativity is very related to Flexibility

*When we are
rigid in how
we do our work
(and our life)
It **LIMITS** our
possibilities.*

**Acknowledge we want/need
certain limitations
that create EASE.**

Especially in a world so full of choice.
FOMO is a real issue that paralyzes most
of us at one time or another.

Where are some areas you WANT to be LIMITING? To have LESS Flexibility and Creativity?

- Do LOVE a menu with 32 pages on it?
- How about searching for 15-30 minutes to pick what to watch on your various streaming services?
- How about an aisle of 47 types of dog food when you don't already know what your new dog likes?
- What about closets bursting with so many clothes choices you change 10 times and can't decide?
- How about 100 Options of how to market, who to market to, who to hire for marketing.
- Where else?



Decision Fatigue

- We have talked before about this concept.
- It's why Costco does so well. Some “Buyer” decided before you and gives you very few choices. Note at Costco most people get “stuck” at the meat or veggie area trying to “pick the best” of too many banana or steak offerings. The flow goes faster in the rest of the store.
- Many famous people wear the same clothes and/or shoes all the time so they don't waste energy deciding. Spiderman, Steve Jobs, Barack Obama, Dr. Dre wears the same shoes every day... how about the military??

5 Limiting Choices Positives



1. Takes less time so you waste less time.
2. Others know what to expect from you, so you don't disappoint.
3. Your Brain doesn't have to work as hard. Decisions are HARD on the brain. 10 minutes of deciding can equal an hour of high-level thinking. Decisions literally are a "depletable resource"
4. Your willpower doesn't get used up unnecessarily.
5. You know you'll enjoy your choice because you always do!

And yet...

If we don't change at all...

- Business and life can become stagnant and stale like old bread.
- We get bored.
- Your goals can get less than exciting.
- You don't create new ideas and new skills.
- You don't experience inspiration.
- We don't take any NEW actions.
- We may feel STUCK.
- **People may look to others for inspiration if we are not inspirational!**



Like
anything
else... it's
a Balance



Choosing what to Limit Choice on.... and What to remain Flexible and Creative on is a Key... Let's Look

Limit Choices on things that are more related to YOU

- Clothes
- Meals
- What you do when you wake up.
- Your pre-sleep routine.
- Replace things you love with the EXACT same thing rather than look for a different version.

Be Creative and Flexible on things related to Others

- What you post/publish
- How you reach out to people (don't call all the time, contact in a variety of ways!)
- Gifts you give
- How you Present
- What your marketing Looks like (no headshot pic from 2001)
- **HOW YOU DO YOUR WORK...**

A person wearing a white lab coat is looking through a magnifying glass at a small object on a surface. The image is dark and moody, with the person's face partially visible through the lab coat's opening.

So... how
do we
BECOME
more
Flexible
and
Creative?

It may start with just a tiny
bit of plagiarism... to get
INSPIRATION

Peeking at what others are
doing 😊

Others may call it Research
Or even Masterminding!

It's easy to Criticize how others
are doing the work.



This shows a rigidity... and
Inflexibility that can be stifling
your own creativity.

The art of Debate is a way to practice Flexibility...

*Are you willing, like in debate, to practice arguing FOR how others do their work, **especially if you don't like it...***

- What is GREAT about it?
- What is the BENEFIT to the Agent/to the Client?
- What does the PUBLIC think of it?
- In what way could it be a BETTER WAY than your way?
- Could you argue in FAVOR of this?
- *Can you state a compelling argument for a different way that yours?*

This practice STRETCHES your Flexibility allowing for more CREATIVITY in your own work!



Other things to Practice
that Improve Flexibility

A close-up photograph of a hand holding a bright, glowing yellow-orange sphere, resembling a sun or a light bulb. The background is dark with several out-of-focus light sources, creating a bokeh effect. The text is overlaid on the left side of the image.

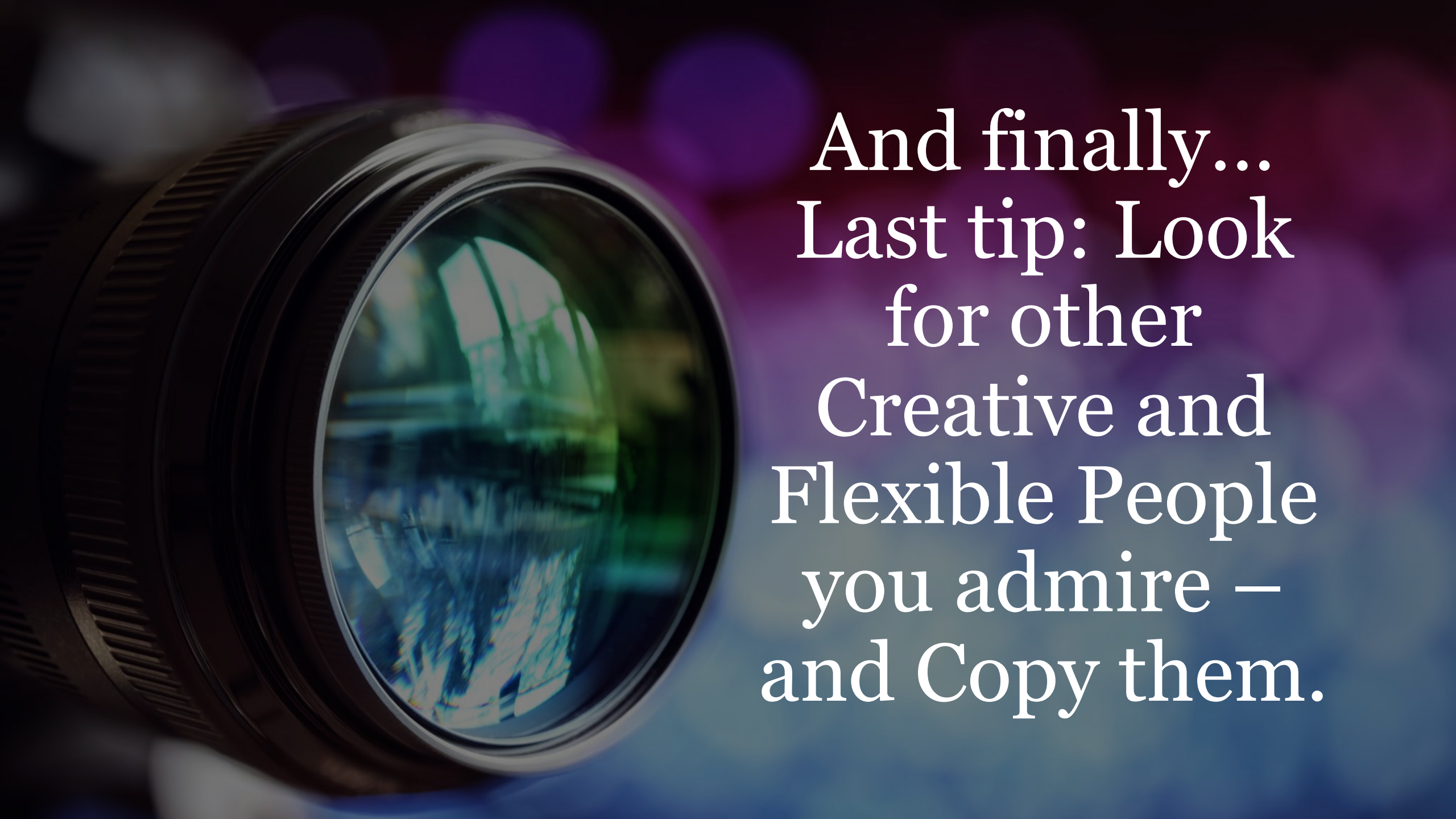
Mentally Flexible
people have an
Expansive Way
of Perceiving
the World –
AND THEMSELVES
–
That INVITES more
CREATIVITY

Ways to Combat a rigid Mindset

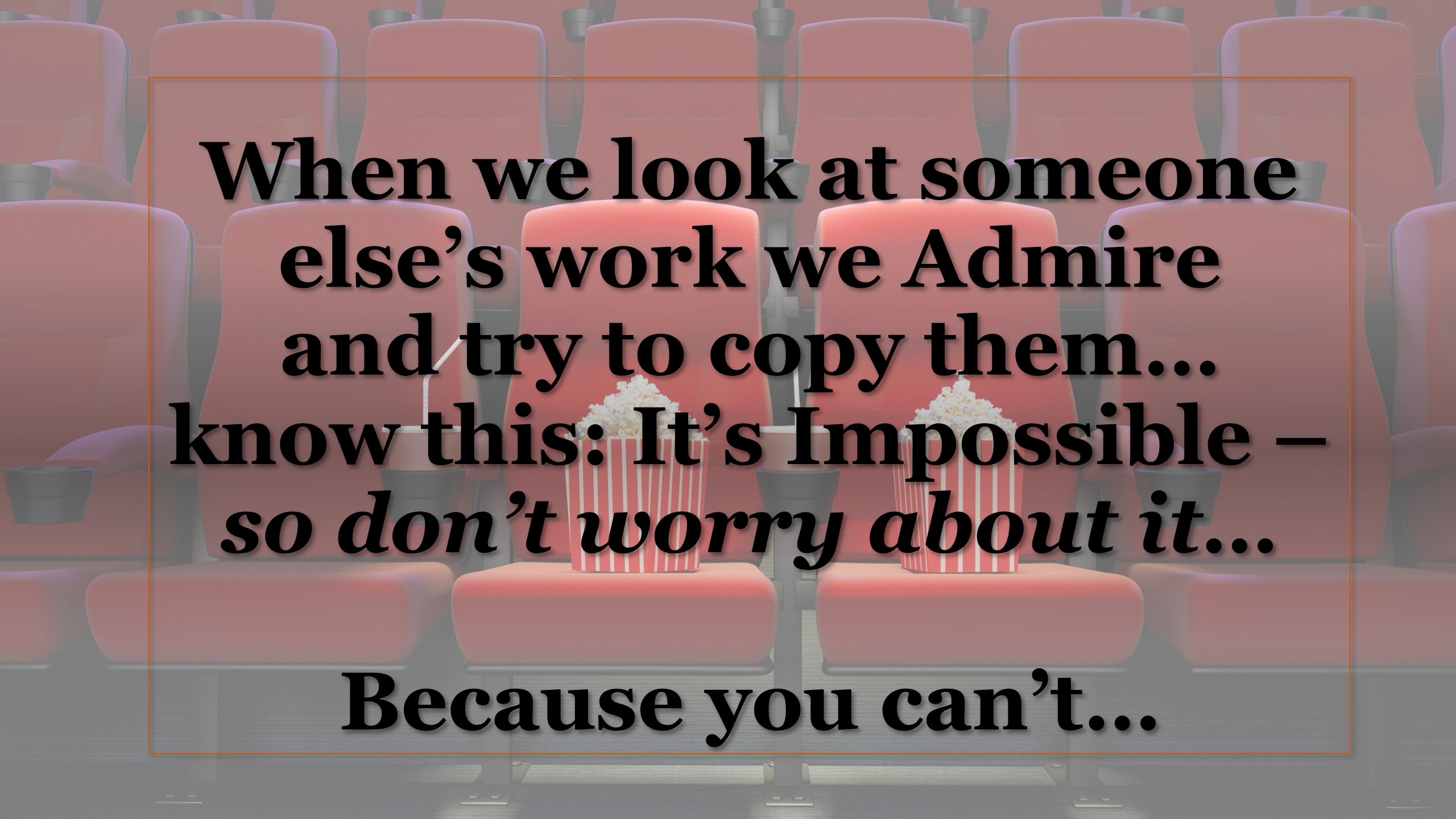
- Be AWARE when you are being CLOSED–MINDED. The previous exercise where you actively advocate for marketing you don't particularly like is one where you may become more aware. Ask for those close to you to tell you when it appears you are being close minded. This takes practice to become more flexible.
- Pay attention to DEFENSIVENESS. This shows up as making excuses, defending your choices, and/or justifying why you are right. When you think “That won't work” or “I can't do that, I'm too busy.” Ask yourself: *Is that true? If I really wanted to, could I? Is there a way for it to work?* Or is it that I just don't want to trade the energy it will take for it?
- Praise your own Effort vs a Characteristic. Instead of “I'm so smart” think: “I put good time and effort into that!” This will help you do this with others, too. More expansive.

Ways to Combat a rigid Mindset

- Be willing to accept CRITICISM. A rigid fixed mindset will say “defend” or “ignore”. A flexible one will say “I need feedback to grow and be more creative.” One way to do this is to ASK for it. Tell me the truth... how did I do on that project? Do you see any way I could have done it better? Say THANK YOU when people answer.
- Stay CURIOUS by expressing curiosity out loud. “Tell me how that works.” “Wow, I’m curious, how did XYZ happen?”
- Welcome new CHALLENGES as learning experiences. When you have great mental flexibility, this comes naturally. If you are experiencing every challenge as a crisis, drama, or disaster, this is a sign of mental rigidity. Change the word “Problem” to “Opportunity.”
- #NeverQuit – We don’t get more creative by giving up. Keep trying. Try 2, 3, 10 additional times when you feel like giving up. Pick a number and stick to it. You’ll find creativity comes when you don’t give up!



And finally...
Last tip: Look
for other
Creative and
Flexible People
you admire –
and Copy them.

The background of the image is a dimly lit movie theater with rows of red seats. In the foreground, two red and white striped popcorn buckets filled with popcorn are placed on the seats. The text is overlaid on this background.

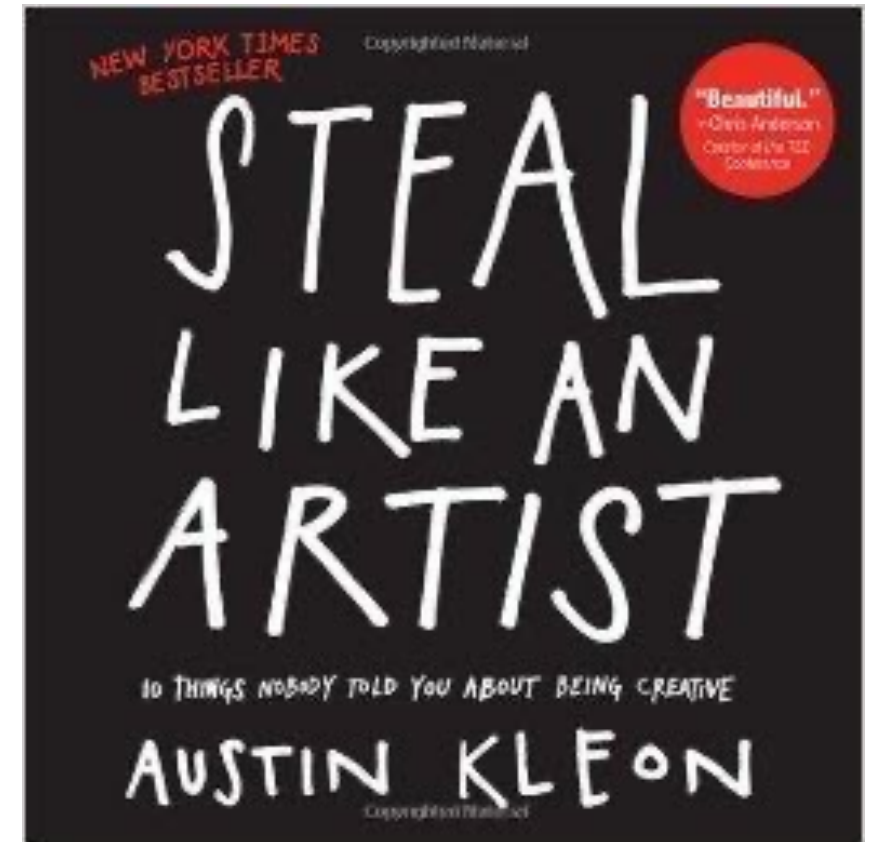
**When we look at someone
else's work we Admire
and try to copy them...
know this: It's Impossible –
*so don't worry about it...***

Because you can't...

From “*Steal Like an Artist*” by Austin Kleon:

Comedian Conan O’Brien talked about how comedians try to emulate their heroes, fall short, and end up being themselves... Johnny Carson tried to be Jack Benny but ended up being Johnny Carson. David Letterman tried to copy Johnny Carson but ended up being David Letterman. And Conan tried copying David Letterman but ended up being—you guessed it—Conan O’Brien.

In Conan’s own words:



“It is our failure to become our perceived ideal that ultimately defines us and makes us unique.”

They say when
someone steals
your stuff... or
copies you...
it's the highest
form of
flattery.



Imitation is the sincerest form of flattery ☆

To imitate someone is to pay the person a genuine compliment — often an unintended compliment.



If that's a key...

How do you start
“stealing” more?

*And how do you become
more FLEXIBLE to
allow yourself to BE
more Creative?*

Let's start with
Stealing... *Consciously*

Position
yourself to be
more Creative
by first looking
at where you
ARE now

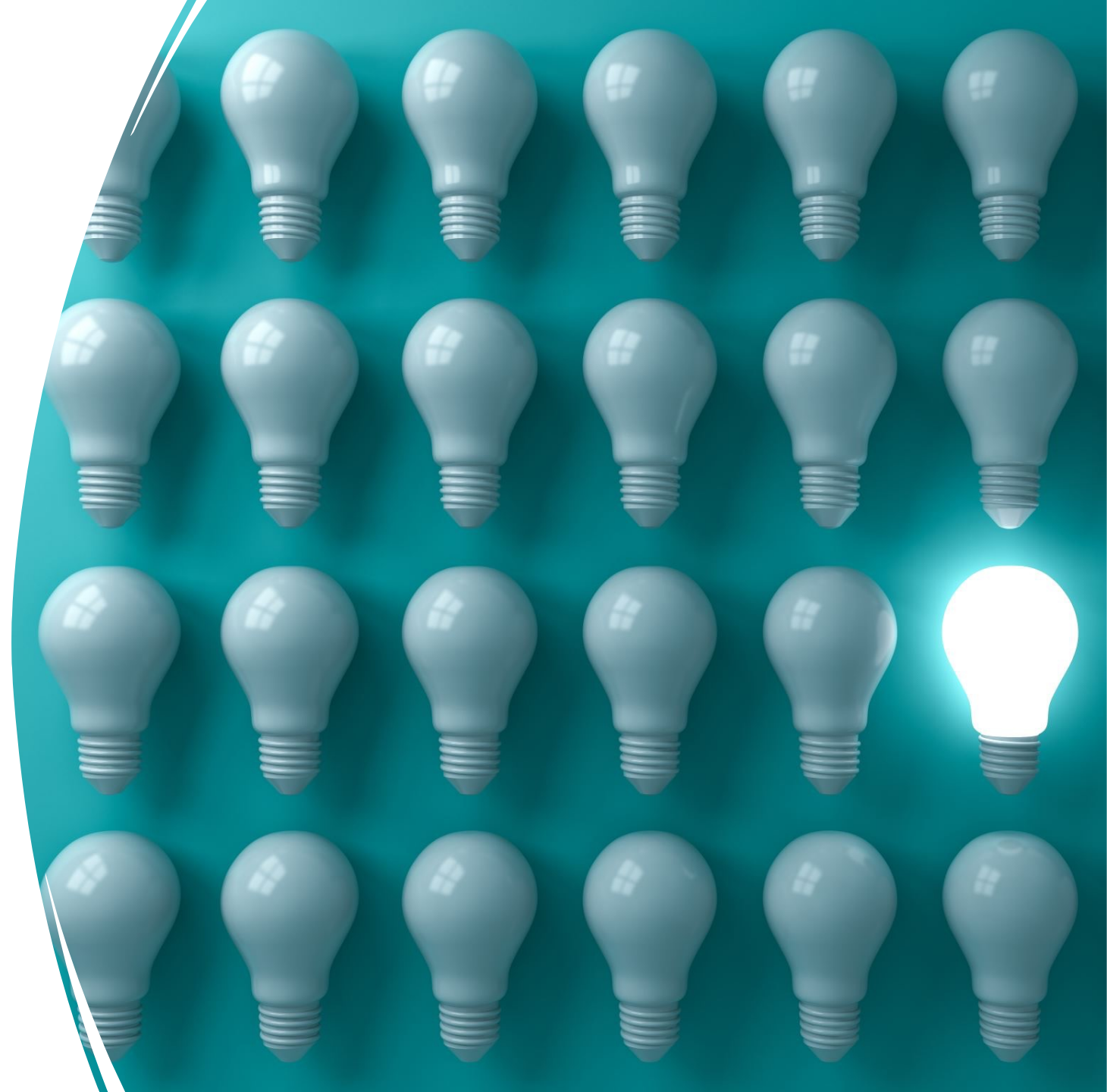
Write down 2-3 answers to these – Go fast.

- I am the agent who _____ Example:
“works regular hours Monday – Friday 8-5pm
and makes up work hours missed on the
weekends or evenings” / “takes time off during
the week when I work a lot of evenings and
weekends, so I don’t burn out.”
- I helped a client who _____ Example:
“needed to find a home quickly and we got one
in just 2 offers in 14 hours!/wanted top dollar”
- I help clients get _____ Example:
“clear and focused about what they want in a
home or investment... and help them get it
with ease and grace. /homes sold /best deals”

NEXT: Make a list of people
whose Work inspires you.

People you admire.
Who STANDS OUT?

- If you don't know anyone, you aren't looking. Go look for them over the next few days.
- Google what someone else would to find you. What do you see that impresses?
- Who in your office seems "more creative?"
- Who do you know in ANY SALES who inspires you?



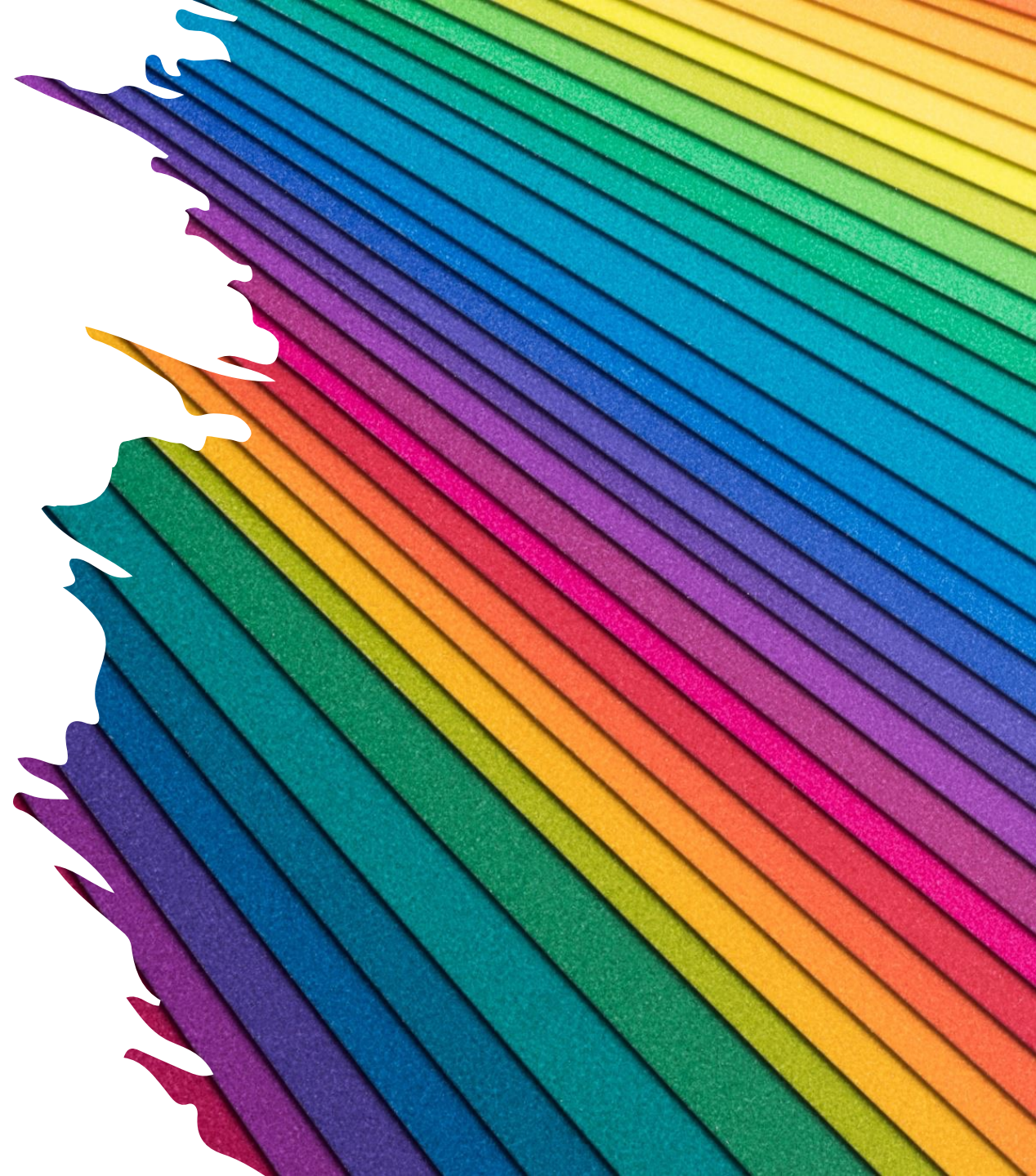


Next...deconstruct their work.
What is it they are DOING that is Creative Exactly?

Finally... look for ways to you
can re-invent, re-mix, re-
shuffle what they are doing...
*until you turn it into
something that's
uniquely you.*

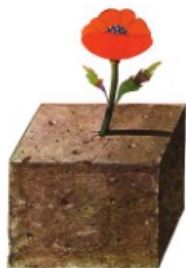
Combine great work from
several others. Add to it.
Make it better. Make it
different.

Make it yours.



theWARofART

Break Through the Blocks
and Win Your
Inner Creative Battles



STEVEN PRESSFIELD

"A vital gem...a kick in the ass." —*Esquire*

From the War of Art
by Steven Pressfield
author of "Do The Work!"

*"Creative work is a gift to
the world and every being
in it. Don't cheat us of
your contribution. Give us
what you've got."*



You have Chosen the way
you do your work NOW...

**You can Choose
another way any time
you want to.**

After all... Isn't that what
is required of independent
Contractors?

To “do the work” your
OWN way?

Yep...