

CHOICES

WINTER 2015

THE CREATIVITY ISSUE

EMBRACE YOUR
CREATIVE SPIRIT
AND DISCOVER A
WONDROUS LIFE

AN INTERVIEW WITH JAKE NAYLOR

CREATIVE DIRECTOR, GRAPHIC
ARTIST & EVENT PLANNER

AMAZING THOUGHTS

FIND THE WONDROUS
CREATIVITY WITHIN
YOURSELF



CREATIVITY IS A CHOICE

DISCOVER WHAT CREATIVITY
IS AND HOW TO NURTURE IT IN
YOUR LIFE



CLEVERNESS OR CREATIVITY?

LEARN THE DIFFERENCE
BETWEEN THE TWO AND
WHICH TO "TAP INTO"



CREATIVITY AND SELF-IMAGE

LEARN ABOUT THE STAGES
OF DEVELOPMENT AND THE
ROLE OF CREATIVITY IN THEM

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FROM THE EDITOR

Albert Einstein once said, "Great spirits have always encountered violent opposition from mediocre minds." Nothing destroys creativity faster than the negative attitudes of others. In 1899, Charles H. Duell, commissioner of the US Office of Patents, was known to have stated in a report to President McKinley, "Everything that can be invented has been invented." He even went so far as to argue that the patent office should be abolished. Today, we are very aware of how wrong he was.

Everybody has the ability to be creative, but many of us have fallen into the habits of negativity, routine, and ruts. These are all brain-deadening. Without the challenge of change, we get locked into one way of doing things. Our attitude is, "If things are working, why change them?" or "If it ain't broke, why fix it?" When the methods you use to find new ways of doing things are routine and unchanging, creativity is stifled, negativity becomes rife, and productivity and profits decrease. Change this now! Learn to be spontaneous by being willing to do things differently. Drive a new route to work. Change your daily routines. Introduce different activities into your life. Experience something new as often as possible. Breaking habits

and changing routines will open up many creative opportunities for you. Remember, the world is relentlessly changing, and we can never be complacent if we are to not only survive, but thrive.

Finding ways to force your mind to generate ideas, solve problems, or process information when you are under pressure is extremely difficult. This is why it is important to realize your creative abilities and break the mold of your old thinking processes. Keeping your brain active can be compared with keeping your body physically fit and healthy. It needs exercise to stay in shape.

Throughout this issue, we have shared our views and perspectives as well as some tools for breakthrough thinking.

We are hoping this challenges you to step out of your comfort zone, take at least one action every day to practice your creative thinking skills, and make a conscious effort to be aware of all that you do and all that is around you. Surroundings can be a source of inspiration, revelation, and insight for our thinking processes. Start really paying attention and noticing people, objects, and nature. Develop your curiosity. This will bring you many new and exciting creative ideas. If you will do this, you will accomplish things you never imagined you could.

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CREATIVITY IS A CHOICE

BY JUDI MOREO

Do you ever wonder why children are so creative and adults often are not? Children know how to play and have fun.

Somewhere along the way, many adults have lost their ability to do these two things. We've grown up and become very serious. After all, that's what is expected of adults, isn't it?

Seriousness hinders the creative flow. Individuals who are too serious rarely come up with something new and exciting. Creativity requires playfulness, fun, humor, and daydreaming.

So, what is creativity? Many people think it is being able to paint a picture, write a book, or produce a motion picture. Yes, those are creative, and many other things are creative as well. My definition of creativity is "the art of making something out of nothing,"

Joseph V. Anderson, professor of marketing at Rollins College, defines creativity as "that which makes things, that which combines things, and that which changes things." And, haven't we all made something, combined

something, or changed something at one time or another. So, you can sit and say you aren't creative or you can make the choice to be creative.

Perhaps the most imaginative definition of creativity is Rosabeth Moss Kanter's version as quoted in "Creating the Creative Environment" in the *Management Review*. She says, "The overall key to creativity is what I have come to call 'kaleidoscope thinking.'

The kaleidoscope is a wonderful metaphor for the creative process because the gadget allows us to twist reality into new patterns. In a kaleidoscope, a set of glass fragments form a pattern but aren't locked into place. All you have to do is shake it, twist it, change the angle, change perspective, and the exact same fragments form an entirely new pattern. Reality, the kaleidoscope tells us, is only a temporary arrangement. Creativity consists of rearranging the pieces to create a new reality."

It's been a long time since I've played with a kaleidoscope and I imagine many young people today have never even

seen one. I love the comparison as I remember the pieces of glass moving with each twist or turn to make a new, beautiful design. Just think, we can do that with our lives! By changing perspective and our thinking, we can create an entirely new life design.

Another completely different angle to the definition of creativity is that of Edward de Bono, author of *de Bono's Thinking Course* and inventor of the term "lateral thinking." He believes the word "creativity" to be inadequate. He states: "A creative person may have a way of looking at the world which is different from the way other people see the world, but if the person is locked in their own special perception, unable to change perception or see the world in another way, the creative person is actually 'rigid' at the same time. Although in no way does it diminish his value to society, neither does it diminish his ability to create within his special perception."

What is interesting about de Bono's theory of "lateral thinking" is the ability to change perception and to keep on changing perception. He defines

“lateral thinking” as pattern switching within a patterning system. Working within existing patterns will not itself lead to new patterns. So, in ordinary terms, de Bono gives this description: “Grandma is knitting, and young Susie is disturbing Grandma by playing with the ball of wool. The father suggests putting Susie in the playpen. The mother suggests that it might make more sense to put Grandma in the playpen.” This is definitely, a creative way of looking at things which is quite logical in hindsight. Whichever way you define creativity, you will know you are thinking creatively when you are able to easily come up with many options and different ways of doing things.

For many years, researchers and scientists have studied the processes required for being creative.

In 1945, Graham Wallas, an American psychologist, identified the four stages of the creative process, which he discussed in his book, *The Art of Thought*.

1. Preparation -- Getting Ready

The first part of being creative involves the collection of information and the

gathering of data. In the preparation process, you will have to prompt your imagination. You do this by reading, researching and reviewing information. You might also talk with and interview people who may have more insight. You may even find that talking with someone who is detached from the situation will give you a nonbiased viewpoint.

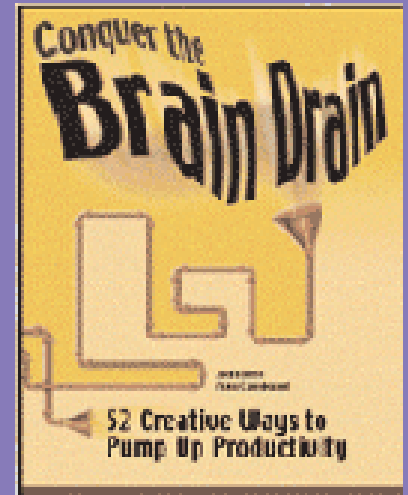
2. Incubation – Thinking About It

This stage is more commonly known as the “time-out” phase. This is when you stop focusing on the issue or the problem at a conscious level. You allow time for your subconscious mind to generate more ideas and solutions to a given situation.

Your best ideas are probably not going to come at the exact time you would prefer or when you are expecting them. You know this only too well! Ideas emerge over time. Sometimes, taking a break is the key to creativity.

3. Illumination – Aha!

The illumination stage is when the inspiration or revelation seemingly comes from out of the blue. It will often



Are you using your creative energy to make your business more successful? Conquer the Brain Drain is about tapping into the creative wellspring we all possess. If you’re on a team – or especially if you manage one – learning to think creatively and teaching others to do so will boost productivity, improve morale and inspire your team to greater success.

Short deadlines, downsizing, increased expectations and the need to do more with less all contribute to “status quo” thinking. Solving business problems and generating new ideas and strategies can’t be accomplished using the same old brain-draining methods. If you keep doing what you’ve always done, you’ll keep getting the same old results. If you want to build an innovative, creative, problem-solving team, then you need a new approach.

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occur at a time that is totally unrelated to anything that you may be doing. This kind of revelation will most likely happen to you when you are relaxed.... exercising, shopping, driving, taking a shower, watching a movie, or engaging in any other pastime. What is really happening is that the new ideas are passing from the subconscious level of the mind to the conscious level. It is also where intuition and insight play a significant part in creating solutions. It is important to avoid any evaluation at this point.

4. Verification – Checking It Out

Finally, the verification stage occurs when the idea has arrived from the mind's subconscious level, and you have the "seed" of an idea. You don't have the complete plan or strategy yet. You plant your "idea seed" the same as a seed in a garden. Then, you supply the necessary nutrients – your knowledge and expertise – to allow it to grow and reach a solution. At this point, you evaluate your idea for its feasibility and functionality, utilize the resources you have available to you, and take the necessary action.

Used in its entirety, this four-stage creative process is whole-brain thinking. It is using both subconscious and conscious processes. The incubation and illumination stages involve subconscious thinking processes. The first stage, preparation, and the last stage, verification, are well-defined tasks.

When you choose to use this methodology for creativity, it is imperative that each of the steps is practiced separately and in sequence. Allow time between each step for your subconscious and conscious to work together to achieve a desired result!



Many individuals expect instant results and aren't prepared to wait. Idea generation and finding solutions don't happen that way! If you want results, then you must be prepared to allow a certain amount of time between each step for the whole thinking process to work. And remember, whether you are trying to solve a problem or create something totally new, have fun. Play is at the heart of creativity.

Robert Root-Bernstein, co-author of *Sparks of Genius*, says, "Play returns us to the pre-symbolic drives of gut feelings, emotions, intuition and fun, from which creative insights stem, thereby making us inventors."

Fundamentally, we are all creative. The question is, "How do we use our creative abilities to best advantage?" The answer: Make the choice to be creative and practice, practice, practice!!!

Applied thinking + Imagination =
Creativity



ABOUT THE AUTHOR

Judi Moreo is the author of the award-winning book, "You Are More Than Enough: Every Woman's Guide to Purpose, Passion, and Power" as well as its companion, *Achievement Journal*. She is a Certified Speaking Professional who has spoken in 28 countries around the world. Less than 10 percent of the speakers in the world hold this highly respected earned designation. To contact Judi or book her for a speaking engagement, contact Turning Point International, (702) 896-2228 or judi@judimoreo.com.



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CLEVERNESS OR CREATIVITY: WHAT IS THE DIFFERENCE?

BY PETER SHANKLAND

According to Webster's on-line dictionary, cleverness is defined as, "1) intelligent and able to learn things quickly, 2) showing intelligent thinking, 3) funny in a way that shows intelligence." Creativity, however, is, "the quality of being creative, 2) the ability to create."

It seems to me that, prior to exploring the concept of creativity in this issue of Choices, we must first ponder whether or not choice is even involved in the process of creativity at all. In exploring this question, I found the difference between cleverness and creativity sheds light on what I believe creativity to be.

As evidenced by the above definition, cleverness requires intelligence, or the act of thinking. It asks us to use our relative mind, our dualistic thinking mind, to arrive at an end thought. Being clever asks that we gather our intellectual and perceptual skills to arrive at a unique, or unusual, way of saying or doing something. We ponder. We consider. We actively, consciously, mentally construct our perspective.

Creativity, though, by definition, is a quality, an ability – not an action, per se. It subsumes cleverness. Creativity taps into that aspect of our mind both present within, and transcending, dualistic thinking. Creativity is a reflection of the source from which all forms manifest.

Varying world philosophies all capture this inherent idea in similar manners. For Hindus, it is the state of Samadhi. For Buddhists, it is alaya, or the all-ground from which everything arises, dwells, and ceases. For Christians, it is Christ consciousness.

Whatever one's spiritual path, creativity, then, becomes a reflection of the innate, non-dualistic nature of our mind. Creativity becomes the effortless flow from which actions and ideas manifest, borne of pure intent, and unbounded by the limiting aspects of a subject-object relationship. There is no choice involved. Things simply are.

And, this aspect of mind is accessible to all, at any given moment, for those willing to pause through practices such as meditation or centering prayer. In doing so, the seemingly

endless chatter of our relative mind's thought process subsides, allowing one's absolute nature, one's true essence, to make itself known. From this source, true, genuine creativity manifests.



ABOUT THE AUTHOR

Peter Shankland currently resides in Las Vegas, NV where he teaches massage therapy, and practices various complementary disciplines. See: www.peace.massagetherapy.com for more information.



**“To live a creative life, we must lose our
fear of being wrong.”**

Joseph Chilton Pearce

HUMANS ARE CREATORS

BY JIM CATHCART, CSP, CPAE

Humans are creative. In fact, humans are the only creatures (notice the root word there) that are “creative.” Humans can take previously uncombined things and put them to new uses through new combinations. We do this, first, in our minds and then, with our hands.

You and I are able to create. We are gifted with the capacity to see combinations and possibilities that don’t exist to the naked eye or the untrained mind. We can use popsicle sticks to build a doll house, or turn a tin can and a string into a walkie-talkie. We can manipulate nano-particles that can’t be seen with the eye and we can, quite literally, move mountains.

We can see patterns and make predictions. We can create new languages and ways to communicate: Braille for the blind, sign language for the hearing impaired, easy words or gestures for those in therapy and complex words to allow researchers to express complex ideas.

We can experiment without getting discouraged when things don’t work as expected. We can even create new patterns that others can use to become more successful. We can play “What if?” or make believe. We can write songs and

make up stories about things we have never experienced personally. What a wonderful ability to have!

So, how come people don’t use their creativity more often? Since everybody has it, how come it’s not used more frequently and more effectively?

I have some theories about that, too.

Our lives are lived in multiple dimensions: mental, physical, emotional and spiritual. The difficulty comes from the fact that “emotional” usually trumps all the others. We are, in many ways, emotional creatures who travel in physical bodies with the capacity to think and believe (mental & spiritual).

Here is what that means to you and me:

People need to be accepted by and feel connected with others. We need people and we want them to need us. Love is essential to our well-being. Therefore, what we will do to achieve connections is greater than what we will do to simply advance an idea or complete a task.

Architect and real estate developer, John Portman, was asked many years ago what his proudest accomplishments were. He, the creator of Detroit’s Renaissance Center and many notable works of amazing architecture, answered, “My

proudest accomplishments are the people I have built.” He had helped others grow and that gave him more satisfaction than his many buildings.

In an Oct. 19, 2011 article in the New York Times, Steven Kurutz interviewed John Portman:

Q: Your buildings are known for dramatic features like soaring atriums



and glass elevators. Why do you design so theatrically?

Here's what he said:

A: "Anyone can build a building and put rooms in it. But, we should put human beings at the head of our thought process. You want to hopefully spark their enthusiasm. Like riding in a glass elevator: everyone talks on a glass elevator. You get on a closed-in elevator, and everyone looks down at their shoes. A glass elevator lets people's spirits expand. Architecture should be a symphony."

Similar answers can be heard from leaders of all types throughout history. It is the emotions that drive them, not just their thinking or physical needs. Many an achiever has cited: "making my parents proud of me" as the motivation

that sustained their career advancement through many challenges. Conversely, we will often NOT do things because we fear the feelings that would result from them. When asked, "Why didn't you speak up?" people frequently answer, "I didn't want to be seen as rude. I didn't want to interrupt."

Often people can be heard saying, "I thought of that idea long ago but never acted on it." Why? They didn't feel worthy or felt others would criticize them, or laugh at them. Our feelings often stand in the way of our success.

How, then, do you become more creative? Actually, you don't need to, you are already creative. What you need is to USE your creativity more often and more effectively.

This edition of *Choices* magazine is filled

with tips and techniques with which you can expand and apply your creativity. Read it all and highlight the ideas that resonate with you. Look for ways to immediately apply some of the ideas in your life. Then, send a note to us and let us know what you gained from these insights.

You were created for a purpose. You belong here and you deserve to be an active participant. Don't wait for others to approve of you or accept you, find your new ideas and present them. Some will be accepted, some won't. But, in the mix of ideas you create, a few will be amazing and wonderful. You are a creator. You have the ability to make this a better world. Your contributions can help all of us and we need your input. Please speak up and help us all find a better way to live, to grow, and to thrive.



ABOUT THE AUTHOR

Jim Cathcart is a Hall of Fame professional speaker, author of 16 books and past president of the National Speakers Association.

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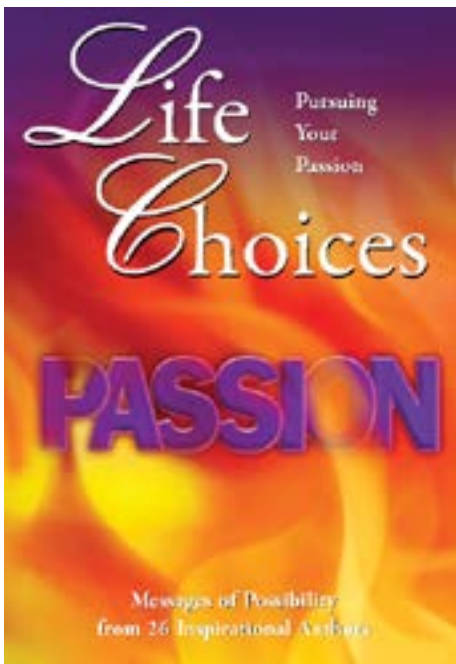
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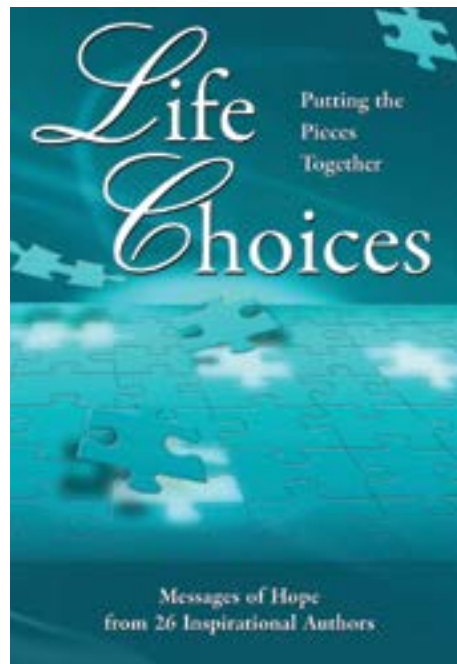
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While the stories shared differ in context, they share a common thread of courage, hope and fulfillment. No matter what obstacles you encounter, or how many pieces your life is in, there is a way to find a new path, make a new choice, follow your passion and create a better life.

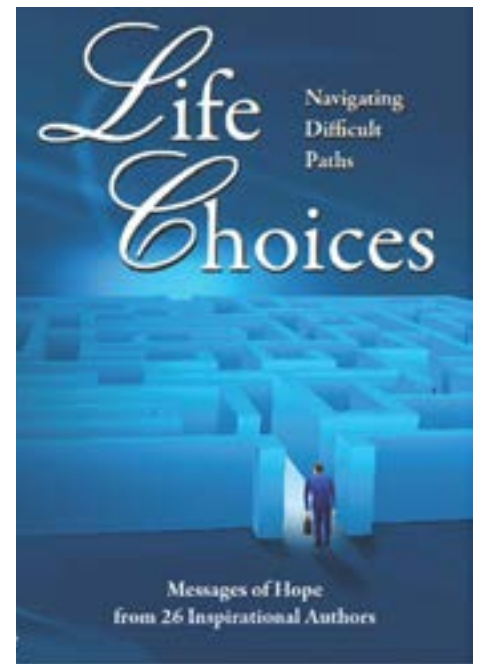
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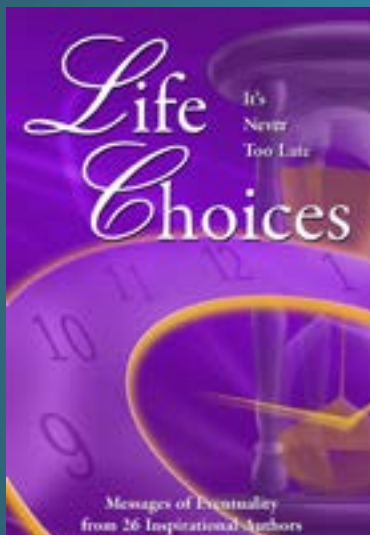
If you have ever had a dream that you wanted to pursue but didn't have the courage, if you've ever wanted to do something that you didn't think you could do, if you have ever wanted to go somewhere but didn't believe it was possible - READ THIS BOOK. Twenty-six authors share with you how they pursued their passions and made their dreams become reality.



Should you find yourself in circumstances that require the making of difficult choices, the stories in this book can offer you courage and inspiration. Each author has addressed hurdles they have faced in order to reach their current level of success. It is a collection of powerful true stories written by real people who have overcome the obstacles in their paths.



This empowering collection of stories reminds us that we all have choices and the choices we make are what determine the course of our lives. The authors of these stories are real people who have reached into the depths of their souls to share their inspiring journeys when navigating the difficult paths of their lives.



LIFE CHOICES SERIES

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No matter who you are, how old you are or your level of success, it is never too late to make the choice to be who you are meant to be. Don't be afraid to make changes. Don't be afraid to make an attempt to achieve your goals.

Within the chapters of this book, 28 authors tell their stories and share the lessons they have learned. Their enlightened knowledge can serve as inspiration for finding your own path to the understanding that it is never too late.

UNLOCK YOUR CREATIVITY

CHAKRA HEALING

BY BECKY GRAVA DAVIS

Two inches below my navel, the pendulum hovered, then stopped spinning. My heart was still pumping, my breathing was slow and steady, but the energy emanating from my second chakra was lifeless—the center of my creativity was blocked.

According to yoga philosophy, there are seven energy centers aligned with the spine that are governed by spiritual laws that we can utilize to create harmony, balance, and well-being in our daily lives. These energy centers are called chakras. Keeping the chakras open and flowing is essential to holistic wellness and the absence of “dis-ease” of the body, mind, and spirit.

My perpetual quest for self-improvement led me to participate in a five-month program called Personal Transformation Intensive (PTI) with chakra healing a focal point of PTI.

My creative energy was at an all-time low. I felt stuck; the pendulum proved that point. While under hypnosis, my therapist used a tool of chakra healing—the pendulum.

A pendulum is simply a weight suspended from a chain that responds to energy fields. As my facilitator suspended her crystal pendulum over my sacral chakra (aka the second chakra, the creativity



chakra, the navel chakra, and the sexual chakra) the crystal stopped moving, an indication that an energy center is blocked.

Each chakra is associated with a color. Orange is the hue of the creativity chakra. During my healing session, I was enveloped by a glowing tangerine orange. As my session ended and my

focus slowly returned to the room, I felt a sense of joy and creative freedom I had not experienced in months—my zest for life had returned!

Chakra healing doesn't always require the assistance of a trained energy healer or a hypnotherapist. There are many practical and fun things you can do to “tune-up” your center of creativity.



Think Orange

1. Surround yourself with art and fresh flowers that include generous splashes of orange variations—peach, apricot, copper; melon.
2. Introduce a pleasing shade of orange into your life by including a splash in your decorating scheme or by adding a touch to your wardrobe.
3. Light some orange colored candles and focus on the color orange while meditating.
4. Eat some orange food—savor the taste and look of a tangerine, a peach, or some roasted carrots.

Move Freely

1. Go for a swim as often as possible as water is the element of the sacral chakra.
2. Dance and don't be afraid to move your hips freely. (Healthy sexuality is associated with the second chakra.)
3. Play with abandon and allow joy to flow through your body, soul, and spirit. (Laugh heartily and repeat the mantra "I am spontaneous. I am joyful. I am creative.")
4. Take a yoga class or practice tai chi.

Engage Your Sense of Smell

1. Mindfully dab perfumes containing musk, sandalwood, or ylang ylang on your pulse spots like the wrists and neck.
2. Enjoy the aroma of essential oils in a diffuser. Essential oils for the second chakra are meant to be stimulating and include scents such as rosewood, orange, clary sage, jasmine, cardamom, patchouli, bergamot, rosemary, and bay laurel.
3. Treat yourself to an arrangement of fresh flowers that include roses, place on your desk and relish a whiff throughout your workday for a boost of pleasant energy.

When your second chakra is balanced and open, you can express yourself freely in a stable manner with a zest for life as your creativity flows through your artistic endeavors, your interactive relationship with others, your healthy expression of sexuality, and your celebration of life through the fulfillment of your desires and dreams!



ABOUT THE AUTHOR

Becky Grava Davis is a full-time college professor and pursues her passion for holistic healing by practicing part-time as a certified integrative health coach and Five Tibetan Rites yoga instructor. She is a published author of several health articles for both print and online publications.

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CREATIVITY

MEANS USING YOUR EYES AND EARS

BY GREGORY LAY

Creativity is neither a muscle in your brain nor a randomly bestowed gift. Rather, it's a process of mental ignition that happens when what goes into your awareness and what comes out of your awareness bump into each other in new and delightful ways.

What goes **IN** comes from conversations, writings, and other people's ideas. It's the job of your listening skill, reading habit, reasoning ability, and curiosity to collect diverse input, because some of it works its way past your filters and distractions and makes it all the way into your **experience**.

What comes OUT are those same thoughts, words, and ideas – **now processed through your experience and reconstituted as yours**.

What you see and hear are the raw materials of creativity. How you remix those words and ideas becomes your creative mind. It's the job of your **expressive tools** – your speech, writing, and artistic ability – to make existing thoughts and concepts original.

Some people put more trust in the ideas of others and their contribution is the same as others' output. They can't be bothered to turn incoming concepts over, under, or inside-out to find something new.

They simply re-employ existing ideas that work well enough as they are, figuring 'why bother risking something new?'

These people may be called dependable, task-oriented, and competent – but not **CREATIVE**.

Others are fascinated to see what happens to ideas when processed through their own minds. They mix them with other ideas, dissect them to see what makes them wobble and how they might wobble differently, and flip them on their ears just to see what happens to an idea on its ear. A significant portion of those scrambled, reconstituted, discombobulated ideas become mental garbage, not allowed access to the outside world where reasonable minds may dismiss them. But some of those ideas slip out in a casual comment, a brainstorming moment, or an artistic stroke – and the ones that work become **contributions!**

People who fill human discourse with such ideas may be called crazy, unplugged, even unrealistic. But it doesn't take very many crazy, unplugged, unrealistic ideas **that actually work** for the judgment makers to call those people **CREATIVE!**

Dependable people are needed to keep the world spinning, but creative people are needed to increase the spin and send us in new, exciting directions. The trick is that dependable people learn to be reliable and competent from other





dependable people. To be effectively creative, creatives start by learning what the dependables know, and then try new twists, unexplored possibilities, and off-the-road solutions to discover new dependabilities that improve the journey.

It isn't what's hanging around in your brain waiting to make you creative, it's what you invite into your brain and offer to the world in a new format that ignites and reveals your creativity.

A juggler is creative by taking a concept learned from other jugglers and simultaneously creating multiple paths for flying objects. The first juggler who decided to try juggling with a moving chain saw took some different concepts and put them together in a new act – all the while employing vital safety lessons to keep the act dependable AND creative.

Pay attention to others, slice and dice their ideas, and stir unlikely mixtures. Wonder *'what if...?'* more than you wonder *'what will others think...?'* Push the probable over the line, then test the improbable with your thoughts, your art, and your life. That's creativity.



ABOUT THE AUTHOR

Gregory Lay helps people in the work force find job satisfaction and success, especially ways for 'worker bees' to express creativity! Enjoy his website, blogs, and strange sense of humor at www.AccidentalCareer.com.

YOU ARE AS AMAZING AS YOUR THOUGHTS

BY STEVE SAPATO

What makes Picasso, Picasso? Or what made Leo Buscaglia, Leo? Was it that they were truly original? Was it that they were unique? One-of-a-kind?

If that is all it takes, then you must admit that you are one-of-a-kind, unique, and there is no one exactly like you. Yes? And, if that is true, then why aren't you famous? Why aren't you as singularly special as they are?

I think the difference in us and them is that they pursued their passion, their dreams and their creativity and that makes them stand out.

When you think of who you are, who do you see? What are your special gifts? What are your talents? What do you love doing?

When I ask people those questions, do you know how few can really share with me what those answers are? Most people say, "I don't know. I'm nothing special. I don't really have any special talent."

Most people don't understand or have never looked inside to see who they really are and what they want. Most of us drift from day to day and from year to year. Then, one day we wake up and start asking the questions we



should all be asking every day. We use terms like 'seven year itch' and 'mid-life crisis' to describe a feeling that most of us have tried to ignore for our entire life.

What separates us from the people we look upon as creative? What makes a sculptor different from us? Or a painter? What makes people creative? The real question is, why aren't we? Creativity is not a gift. Creativity is not what some people have that we don't. Creativity is how we see things, how we look at things, how we act and react to what is happening in and around us. You see a child looking at a bug, staring in awe, laughing in delight.

As we watch children in these types of situations, we start to gain access to their world, their way of seeing things and, suddenly, we find ourselves transported into their realm. We smile as we look at that bug, that butterfly, that column of ants and for just that moment, we are seeing things from a whole new perspective. We are in our own creative state. And, we find wonder and awe.

If we can find that place once in a while, then we can choose it at other times...

whenever we want. We can choose to see things differently. We can choose delight and awe and creativity.

Maybe your talent isn't in writing a poem about that awe. Maybe, it's in a photograph or a phrase. Maybe, it's in an image you create or a thought you write down.

One of the most wonderful things I have found about Facebook is that it offers to so many people a place to create, and to express what we feel. When I see people post photos they have taken, images they have seen, words they need to express, I know we are closer to understanding that our creativity is what sets us free from the bonds of reality holding most people captive.

It is our creativity that frees our minds and sets our souls on fire.

What have you always wanted for your life? What is keeping you from that? What makes you special? What sets you free? We need to allow (yes, allow) ourselves the freedom to express what we want, need, and dream of.

What makes you smile? What makes you cry? What is it that you really want out of your life?

Express it. Share it with the world in whatever way you can. Pinterest? Instagram? Facebook? Blogger? WordPress? These are all online methods to share. But maybe, just maybe, you have a better idea. A more creative way to share... write a book, make a video, post a blog, set up a lemonade stand, become a cotton candy vendor and dance while people watch you spin your candy! You may want to play your music on the street! What sets you free?

When you allow your creative spirit to flow, so will your happiness. And, happiness should be the goal we all have for our lives. I hope you have either found your happiness or soon will, because, I believe in your ability to be creative.



ABOUT THE AUTHOR

Steve Sapato is a speaker and author on Bullying, Professional Networking and Relationships. He can be reached via:

www.mentalprosperityblog.com or
www.facebook.com/stevesapato

A promotional graphic for 'CHOICES WITH JUDI MOREO'. It features a teal background with a white circle containing a purple microphone icon. To the right of the circle, the text reads: 'LIFE IS ABOUT CHOICES. TUNE IN AS JUDI PROVIDES INSIGHT ON THE ROLE CHOICES PLAY IN OUR LIVES'. Below this, it says 'blogtalkradio' with a small logo, 'Guest Call-In: (917) 889-7851', and 'blogtalkradio.com/judimoreo'.

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CREATE AND DEFINE CORPORATE CULTURE USING CREATIVE JOB TITLES

BY SHEP HYKEN



What do you call your employees... employees?

Some companies have chosen to label their employees something other than employees. They call them team members, associates or other more endearing and personalized names and titles. With a little creativity, you can come up with a title for your employees, or even specific jobs, that can have a positive effect on the culture and experience that both the employees and your customers have with your organization.

At our company, Shepard Presentations, we've created some fun titles to describe what we do. For example, I am the Chief Amazement Officer. My assistant is the Director of Amazement. We want to be amazing for our clients as we teach them how to be amazing for their customers and clients. It's in our email signatures and we get comments from our clients about these titles almost daily.

Starbucks calls the employees on their front-line Baristas. Friendly's, a chain of ice cream stores, calls their employees who scoop the ice cream and makes their delicious sundaes Scoopoligists. The employees at the restaurant chain Pita Pit are referred to as the Pit Crew. You get the idea. These creative labels and titles will give you a sense or impression of the culture of the company.



I've heard of a number of companies referring to their receptionist as the Director of First Impressions. Some companies go as far as having a business card printed with the title on it for that person.

One of my favorite examples of a great title comes from Mike Yager, the Chief Cheerleader at Mid America Motorworks. Mike started his company in 1974. The company sells after-market parts for Corvettes and Volkswagens. Mike is known to walk around the headquarters in Effingham,

IL complimenting his employees, "high-fiving" them for doing a great job and generally motivating his people to do outstanding work and deliver an amazing customer service experience to both the internal and external customers. Even though he has built and runs this amazing company, he views his most important job as being the cheerleader that motivates his team. His self-appointed title sets the tone for the culture.

While these different and whimsical titles or labels are fun, they can't

change the culture. Sure, they can create a feeling, but there has to be a management style and system to support it. Otherwise, it's just lip service. If Mike Yager went around yelling at employees, he wouldn't have the right to use the title Chief Cheerleader. If my assistant was unfriendly and apathetic toward clients, she couldn't hold onto the title of Director of Amazement.

So, have some fun and get creative. Come up with the titles you want to give yourself and the people you work with. Then be sure to live up to those titles.

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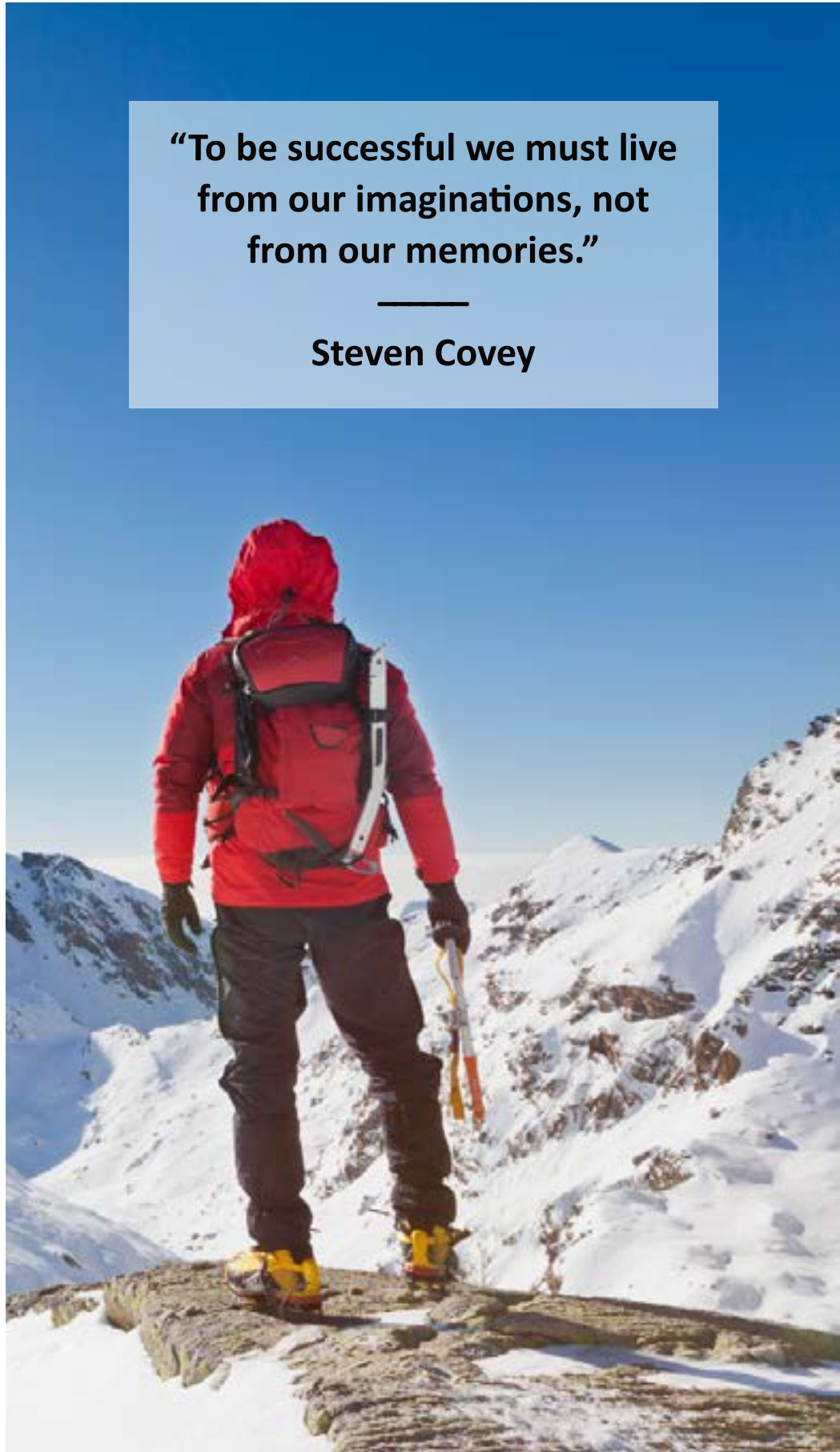


ABOUT THE AUTHOR

Shep Hyken is a customer experience expert and the Chief Amazement Officer of Shepard Presentations. He is a New York Times and Wall Street Journal bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession. Shep works with companies and organizations who want to build loyal relationships with their customers and employees. For more articles on customer service and business visit: <http://www.hyken.com>

“To be successful we must live from our imaginations, not from our memories.”

Steven Covey





JAKE NAYLOR

AN INTERVIEW

BY JUDI MOREO

Jake Naylor is a creative soul with an eye for detail and a passion for making the world a more beautiful place. An accomplished graphic designer, creative director and event planner, Jake began his career more than 20 years ago as a freelancer producing marketing materials for special events and small businesses. Today, his experience runs the creative gamut with clients of all sizes across numerous industries and mediums.

Jake's designs have been used by businesses of all sizes and seen around the world. Events that he has been involved in the planning and/or marketing of have been enjoyed by thousands.

Jake most enjoys introducing creative designs and completed projects to the clients that dreamt of them. For Jake, to see the delight in their faces or hear of their stamp of approval, makes all of

the effort worthwhile. It has been said that if you give him a project to run with, he'll make it look like a million dollars.

When did you start your career as a graphic artist?

I began freelancing as a graphic artist for small projects while I was attending college in San Diego, California. However, my career in the creative world really began by chance. I remember sitting in a meeting for the company that I was working for at the time and hearing the art department constantly giving excuses for why certain projects couldn't be done one way or another.

I remember thinking to myself, "Why not?" and "I could do it!" Well, I think at one point my thoughts were vocalized because, the next thing I knew, all eyes were on me and the CEO was asking if I thought I could accomplish something that the art department couldn't. I remember thinking for a moment and then saying "Yes, and if I can't at first, I'll

learn how." I received some cold stares from the creative team at the time, but I was right, I could do it, and as time went on, I continued to learn how to do things I didn't already know. In time, I became the Creative Director for the company, and the rest, as they say, is history.

You not only do graphic designs, you offer lots of other services as well. What are they?

Being involved in design, it was easy to find opportunities to expand the services that I was able to offer. For example, when I found myself marketing more and more special events, I took it upon myself to learn about the industry and eventually, I began to consult with the events, not only for marketing but planning and logistics as well.

I also found that many of my clients needed help beyond just creating a design. If it was a print item, they needed help printing; if it was an advertisement in a magazine, they needed guidance



with placement and space reservations. The services I offer such as design, printing, planning, placement, etc. have, and will continue to grow organically to meet the needs of my clients.

Did you ever think you'd end up in Las Vegas doing work for some of the biggest, most prestigious resorts in the world?

I think it is safe to say that I never imagined I would work with some of the largest resorts in the world when I first began. I will, however, say that I have loved every minute of it.

What business challenges have you faced?

The biggest challenge I have faced is actually making the decision to leave a career I had worked at for 10 years to pursue a business of my own as an independent designer. I think we, as human beings, become complacent with life. In my own life, I have often found that I can be my own biggest challenge. Sometimes, we need to tell our inner self to "be quiet and enjoy the ride."

What advice would you give an entrepreneur or someone new to their business about creating a brand?

The most important advice I can offer is to be willing to invest the time and effort necessary to truly define a brand

||| **ABOVE**
Jake Naylor

and then commit to the brand that you have created. One of the most common mistakes I see with new businesses is a period of brand uncertainty. If your brand is constantly fluctuating, it isn't really a brand. Another common mistake is thinking that a logo is a brand. Logos are just that, logos. A brand is the fusion of experiences, impressions, thoughts and memories that the consumer associates with your business.

What has been your proudest moment?

Looking back, there are several that stand out, but the one that hits closest to my heart would be the first major event that I took on. About halfway through the event, I remember looking out across the event grounds at the thousands of people in attendance and realizing that I had helped to make that event a success. The people who were there enjoying themselves were doing so because they had seen or heard the advertisements I created, purchased

tickets I designed, and were enjoying an event I helped plan. Many times, in the design and marketing world, we don't actually get to experience the fruits of our labors. For me, it was a very humbling experience and I feel blessed to have been able to have that experience.

Have you ever been surprised by your designs or how they were used?

Many years ago I was invited to create a piece of art to accompany an article in a national magazine. I was excited to have my work published in the magazine and remember being very proud of it. As time passed, I forgot about that piece of art until one day, while browsing in a book store, something familiar caught my eye. It took me a minute to register, but my artwork had been used again, years later, for the cover of a book that had been published by the same company that published the magazine. It was a wonderful surprise for both myself and my younger brother who

was the subject of the piece of art.

What is the best advice anyone ever gave you?

Over the years, I have been blessed with many "aha" moments that have helped shape my life and my career. Looking back, I'd say the most important advice was shown rather than given, and it came from my family. That advice, if I were to translate it, would be "Nothing is impossible" and "never give up." When I was younger and filled with more dreams than I can quantify, I remember my family always being supportive, even when my dreams changed directions. It was that support that taught me to chase after my dreams, wherever they might lead.

Who was your role model or inspiration?

Throughout my life, my parents and grandparents have been my role models and inspiration. They have always been supportive of my dreams and helped me to foster both my creativity and my imagination (two things that I believe go hand in hand). There is also a quote by Albert Einstein which made an impression upon me in my youth that has stuck with me ever since - "Imagination is more important than knowledge. For knowledge is limited to all we know and understand, while imagination embraces the entire world, and all there will ever be to know and understand."

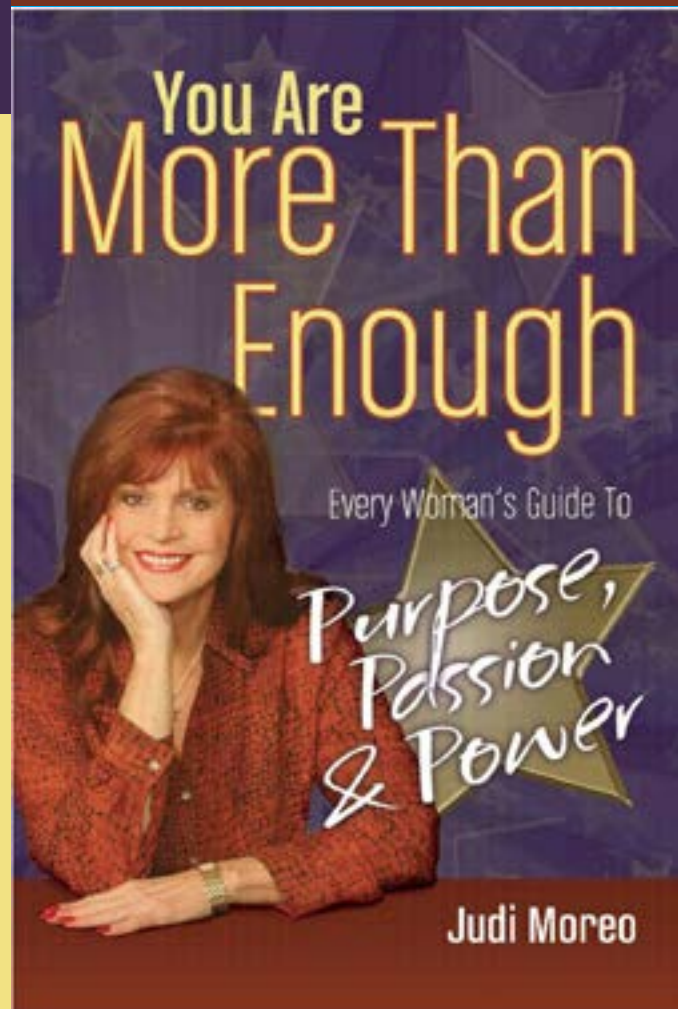
Thank you, Jake, for the interview, the beautiful design of Choices Magazine, and the excellent work you do for Turning Point International and our clients. You are truly a blessing to my life.



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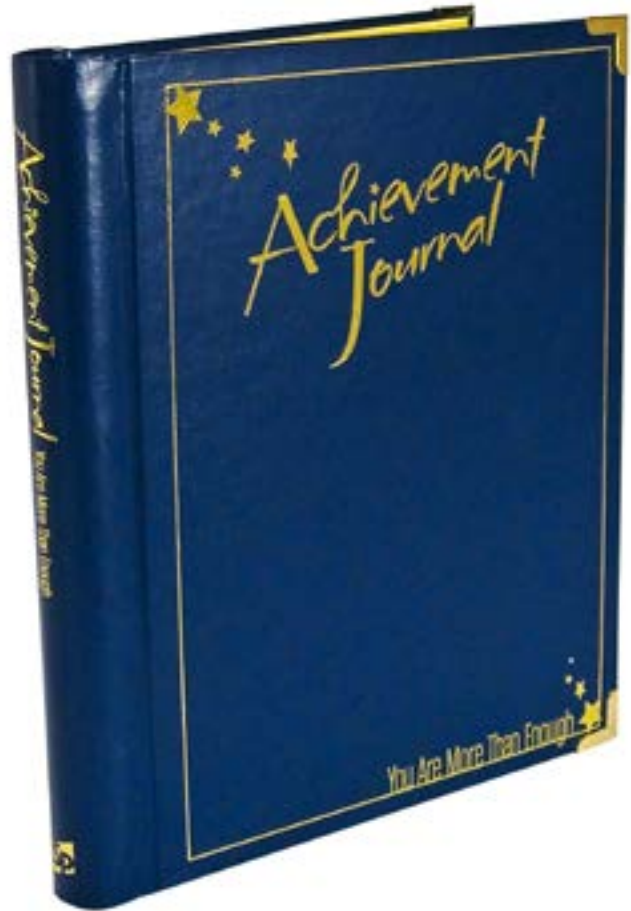
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**- Montel Williams, TV Host
The Montel Williams Show**

CREATIVITY

IN THE KITCHEN, ON THE MATT AND IN LIFE

BY JULIE FREEMAN, MA, RD, LD, INTEGRATIVE NUTRITIONIST

Almost 2 ½ years ago, I was diagnosed with a rare leukemia. For the first time in my life, I was not afraid of the “C” word. I embraced the diagnosis with curiosity and started out on a path of using alternative treatments. For two years, I maintained stamina, was not sick a day and although my blood counts remained poor, my oncologist was impressed with how capable I remained in my work and personal life.

Last spring, I really struggled with allergies, as did so many of my patients, friends and family – it was a wet one, meaning a moldy one! Early in July, my left hamstring began to hurt and within 5 days, my leg was so swollen that I could not stand on it. Time to go to the hospital. Not only was I admitted, but I remained there for 2 ½ weeks with a staph infection that caused an abscess to my leg.

For the first time since my diagnosis, my blood counts became dangerously low

and I had to consider chemotherapy, which I had hoped to avoid. While being a surgical risk, I needed surgery and the chief came in from his vacation at the request of my team in order to perform the surgery on my leg.

It was successful. I went home with a wound vac and made bi-weekly visits back to the hospital for check-ins. In the meantime, I had to wait about 6 weeks to heal before starting chemo. During this time, I put my energy into redoing

my website – talk about creativity! I have been studying many alternative healing arts and wanted to bring them to fruition. My website is now full of not only the nutrition therapy that I offer to individuals, families and groups, but I offer reiki, color healing with chakras, and tie in the energetic resonance of stones. What fun this has been!

In June, I completed my yoga certification and was to begin teaching in the summer. Now, that plan had to be



modified, and for the first time, I found myself on the rehab side of exercise. I dusted off my personal training experience from a few years back, took the new knowledge of my yoga training and creatively designed my own practice – with a large incision in my hamstring on the left and a pic line for getting blood drawn and providing my own meds on the right arm. I actually had pleasure in creating my own fitness prescription. Now, I can touch my toes and do a great downward dog!

When September rolled around, I prepared for a week of continuous chemo and sailed right through having another pack attached to me – this time a chemo pack. I felt fine, kept up with walking, some yoga and, of course, meditating and breathing exercises. Within two days of completion however, I had a serious reaction to the drug and landed back in the hospital for a week. Twenty-four hours after admission, I filled up with 10 pounds of fluid, eyes almost shut and a rash all over my body that was so itchy, it was impossible to sleep. My blood pressure was dangerously low, yet I was not weak or dizzy.

While I found this experience to be harder than surgery and chemo, I chose to be creative in my “hotel room,” as I called it. I drew the curtain, put on the “shaking song” and did some yoga stretches and breath work. It allowed me to feel alive and that all “will be” and “is” well. I learned the “shaking song” in yoga training – a great Indian tune in which one stands in place and shakes the body, head and limbs. The effect is to increase immunity, recharging the white blood cells. It also brings about a feeling of peaceful energy- and a big smile!



I still use these tools now that I am home and am continuing to recover, and over that past 2 weeks, I have felt like my old self in the kitchen – experimenting with delicious and nutritious foods. My diet is grain free and low-moderate in carbohydrate, thus creativity is very important. Tonight, I made a cauliflower pizza crust and topped it with grass-fed ground buffalo, mixed with crushed tomatoes, oregano, basil, parsley and garlic, all sprinkled with parmesan. Every day, I focus on foods that detoxify – pepita seeds sprinkled on salads or adding crunch to cooked veggies. My meats are grass fed and all foods are non-GMO.

I love to share my own experiences with my clients, family and friends. As I’ve said so many times – my life and my work cannot be separated. They are one – my life work is about creating, supporting and transforming not only myself, but all those with whom I come in contact. Be well.



ABOUT THE AUTHOR

Julie Freeman is a licensed nutritionist with advanced training in functional medicine, yoga, reiki, mind-body medicine. She practices in Boston, MA, but has clients world-wide via skype. Contact Julie, juliefreeman57@gmail.com or check her out at www.juliefreeman.net.

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W

hen different people hear the word creativity, different pictures come to mind. That word is

often associated with a special group of gifted people who do things the rest of us can only dream about. Yet, we are all creative in some way and one of the basic creative gifts we have is the ability to create and recreate our self-image.

What is self-image? Social and cognitive psychologists tell us that self-image has to do with the traits people use to define themselves, they draw information about the self into a coherent scheme. We have a say about who we are and how we come across to others. We can use our creativity to invent and reinvent our best selves into a wonderful image. How do we do that?

You can control how you are perceived by your family and your environment. As a human being you have the right and the power to recreate your image any time you want.

The typical human person goes through approximately seven stages of character and esteem development in a lifetime. Each stage brings new lessons that promote new ways of being. One's creativity is manifested differently at each of these stages and the emotional seeds planted because of life experiences are ready to be watered and grow.

The first stage of development happens around the sixth month of life. That's when the basic character is formed. Based on inherited DNA, the baby begins a creative adventure. Over the next six years or so, the environment will latch on to the inherited DNA and together they will launch this creative being into orbit.

CREATIVITY & SELF-IMAGE

BY WILNY AUDAIN



At seven years old, the child has the capacity to understand choices and reasoning. That's when self-directed creativity begins. By the time one reaches the thirteenth birthday, choice development is complete and rebellion begins. One's creativity becomes greatly influenced by friends and peers. We also model what we see in our home. Our creative self becomes a reflection of what could be but is not yet complete.

During the next crucial six years, the core self is in flux and the soup of character, emotions, self-esteem and creativity is being strengthened or weakened depending on how the parent/s handle these pivotal years. Basic needs such as safety, belonging, acceptance and sense of value must be met.

By the nineteenth year, the rebellious years begin to ebb and one's identity search becomes more pronounced. One's creativity quotient and character formation is mostly complete. It is at this state that one can really explore the source of one's creativity as it relates to the inner self.

Between the age of nineteen and thirty the prefrontal cortex of the brain is fully developed giving rise to an active conscience. We are then armed with all the basic skills to create and recreate our self-image.

At thirty years old, we see life in a more realistic manner and we can synthesize information at an alarmingly realistic rate. From there, we form a philosophical construct that is the very core of our self-image. Self-creativity becomes a must for better or for worse.

The years between forty-five and sixty years old are often plagued with crises and course adjustments are made accordingly.

By the time we reach the last stage between sixty-five to a hundred years old, most tend to settle.

Yet, it's never too late to look at our life choices, reexamine them, and create new ones. Our thought patterns and choices are at the core of creating a perpetually positive self-image.



ABOUT THE AUTHOR

Wilny Audain is a corporate trainer and consultant to Fortune 500 companies internationally for the past 20 years focusing on team building, empowerment, difficult people and leadership issues. Wilny is a student of psychology whose education includes studies in vocal performance under the auspices of the London Royal School of Music; undergraduate and graduate studies in Social Sciences at Andrews University, in Berrien Springs, Michigan and the University of North Carolina at Chapel Hill. www.wilnyaudain.com



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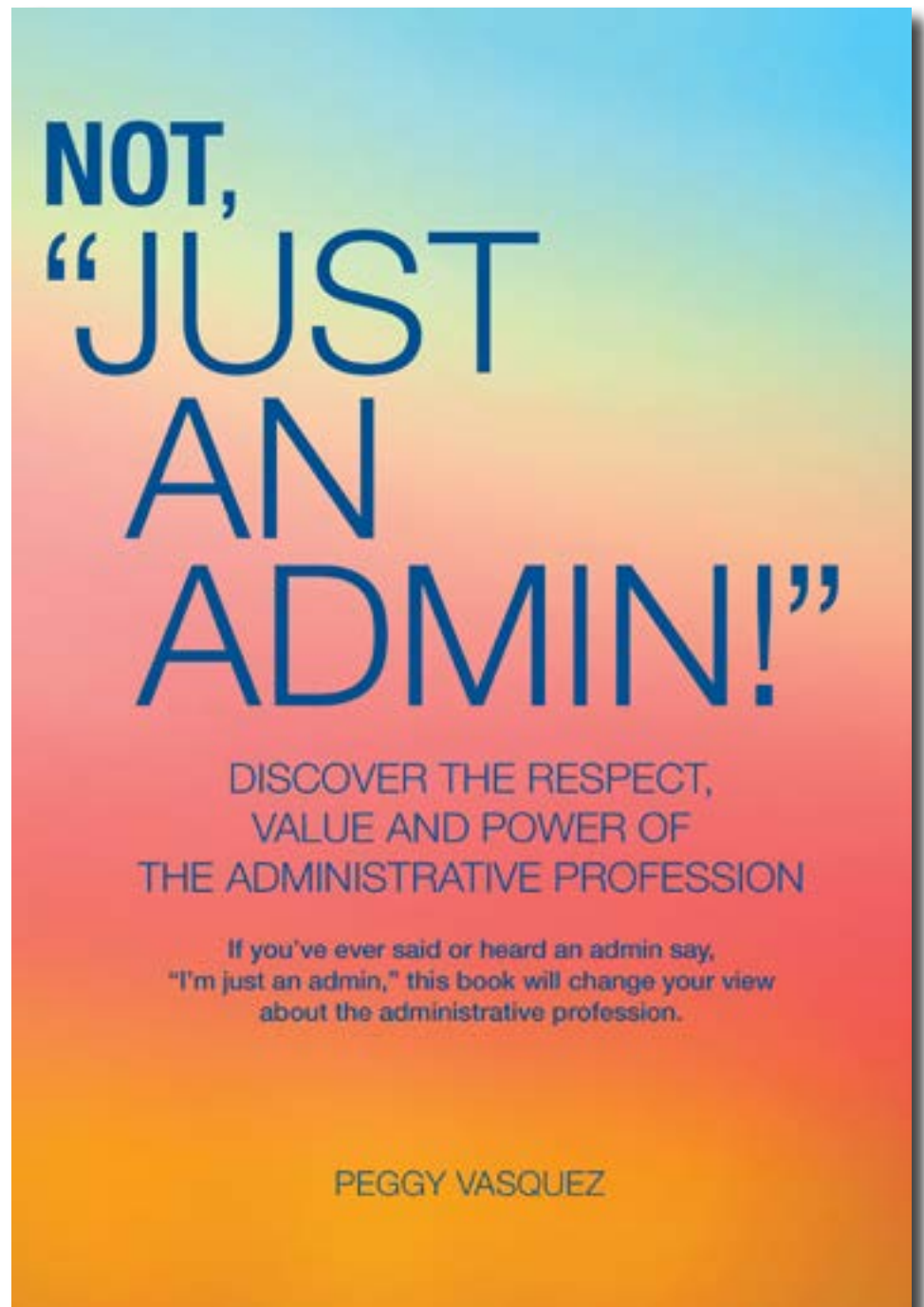
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THE SIX CREATIVE INDICATORS

BY BOB 'IDEA MAN' HOOEY

Can you tell who is more likely to be a creative addition to your team? Can you separate the 'really' creative from the herd? Well, according to research, there are six basic indicators that might help in your quest to attract creative people for your team.



People who rank high or exhibit more of the following characteristics tend to be more creative.

Idea volume and fluency

This is an area where volume 'actually' counts. It may take 30 average ideas to yield one great idea. Creative people tend to be better at generating ideas, even if most of them have little long term or applicable commercial value. Our minds are very much like a 'muscle' in that we tend to work better when we warm them up. They work better when they are exercised on a regular basis, too. Our best ideas often come after we have worked through the more basic ones.

Slow to jump to conclusions or judge

You tend to get more high quality ideas when judgment is withheld. This is the secret to effective brainstorming or 'thunder-thinking'. Judging cuts off the creative flow of ideas. Judging tends to look for what doesn't fit or won't work verses exploring possibilities and potential. Creativity is willing to explore the options and potentials.

Imagination and flexibility

Creativity in its essence is based on flexible thinking. Creative people tend to exhibit almost a kid-like curiosity about life. Acting as if the world can be as you imagine it, enhances your creativity. "The best way to predict the future is to create or invent it."

Concentration and focus

Both of these traits are 'critical aspects' of creativity. Concentration is staying focused on a particular subject, even when you are tired, bored or frustrated. Creative behaviors are able to ignore or tune out distractions and outside stimuli while working to solve a problem or reach a goal.

Able to deal with ambiguity

Creativity is dealing with the vague and unformed to create the clear and concise. Creative people tend to be able to handle ambiguity where there is no clearly defined right or wrong. Creative people have a willingness to see all sides of a situation and to remain in questioning mode rather than rushing to find the answer. They keep going past the 'first' right answer to explore for the 'best' answer or innovative solution.

Able to handle disorder

Creative people tend to handle or even prefer disorder. Forget the stereotype of the absent minded professor with stacks all around the office. This may be valid, but **disorder is not necessarily 'mess'**. Disorder refers to non-linear thinking, shaking up the normal order, status quo, or non-symmetrical design.

Keep these six indicators in mind when you are looking to recruit a member of your Mastermind Alliance, sales and marketing team, management or support team. People do exhibit their creative traits if you are willing to look and analyze their behavior. Remember, we can all unleash our creativity.



ABOUT THE AUTHOR

Canadian Ideaman, Bob Hooley, works with committed leaders to help equip them and their teams to creatively and profitably grow and succeed. His innovative "Ideas At Work" have been successfully applied by leaders worldwide. He is the best-selling author of numerous books, including 'Why Didn't I THINK of That? The Creative Power of Ideas at Work!'



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CREATIVE IN SPITE

BY PAT TURNER

On the trash!!! My elementary school teacher threw my drawing into the trash bin!!! That was a message to me that I was NOT creative, and for decades I carried around the belief that it was true.

I was raised on a farm and had many fun things to do outside like ride the calf, chase the chickens, ride bikes, and climb around in the hay loft. During those times, I didn't really give the art experience a second thought. But, back in class, when art time came around and I was supposed to draw something on that big white sheet of paper, I got nervous that my picture might end up in the trash bin again. I would eventually comply with the assignment but not before looking around to get ideas from 'creative classmates' and only then would I eventually put something on the paper.

I learned years later that I wasn't the only child who experienced this feeling of artistic isolation in elementary school, of all places. A friend told me about a study conducted with kindergarten and third grade students. Both groups were instructed, "Raise your hand if you are an artist." One hundred percent of the kindergarten group raised their hands.

When asked the same question, the third graders response was ten percent. This was a good life lesson to recall later, when I became a teacher.

Slowly, I found creative outlets in my adult years through crocheting, knitting, watercolor painting, and writing. Unfortunately, the later three activities didn't happen until after I retired from teaching. If I could have a 'do over,' this is something I would change.

I have been a compliant girl most of my life, so it's hard to do anything without thinking about whether I'm doing it right or wrong. More and more, I enjoy creating my crafts, sharing them with people, and not worrying about what they actually do with my gifts.

When was the last time a stranger came up to you and gave you something that brought an instant smile to your face AND was useful? That's what I do with



the bookworm book markers which I crochet. It's really fun to give them to unsuspecting souls. Recently, we spent three weeks on the island of Kauai. I took 300 bookworms to share, and gave away 302 (including the two I had taken for myself.) It's amazing the friendships that have developed through these crazy little crocheted creatures which I created.

I also joined a knitting group of very accomplished ladies. Often, I was the entertainment because I could get stitches going every which way, except the right way. After weeks of patient instruction and laughs, I eventually mastered a style of scarf, and then, I was promoted to nesting bowls. Both were great Christmas gifts for neighbors and friends, especially when the bowls were filled with candy. And once again, I was realizing I am creative.

Once I was comfortable with those two activities, it was time to add something new. When I first tried my hand at painting, the old familiar feeling of 'lack' popped up. I realized that everything I had done up to that point was created from a pattern. I was in a box with very high sides of right and wrong, called instructions. I had a new challenge... get OUT of that box. Like anything new, it has been, and sometimes still is, painful but the encouragement of my husband and friends keeps me going. I have created some beautiful watercolor paintings. My husband and I have even attended painting classes together and created two complimentary paintings which now hang in our home. From this, I have learned another life lesson, "The only thing I can do wrong, is to NOT do anything." So, I am holding on to that truth and wonder, "Hum-m-m, what's next?"



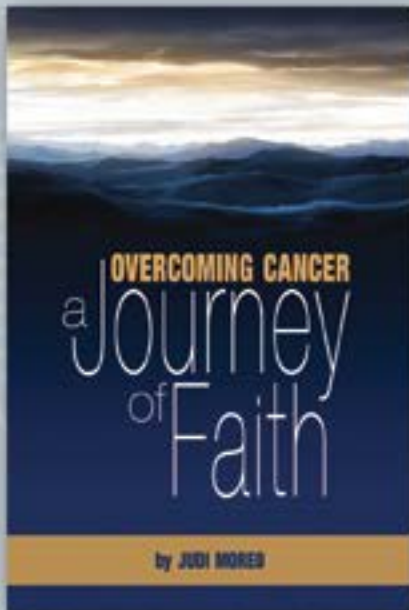
ABOUT THE AUTHOR

Pat Turner lives in East Wenatchee, Washington with her husband, Joe. She is active at her local ski area, Mission Ridge, learning to three-track ski in 1966. She received her B.A. in education from Central Washington University and Fifth Year from the University of Sacramento. Placerville, CA was her first teaching assignment then finished her career in the Wenatchee area. She enjoys working out at the gym as well as riding tandem bike with Joe. Her travels include New Zealand, Tahiti, Mexico, and Hawaii. Pat also enjoys watercolor painting, reading, writing, knitting, and crocheting. She is known in the Wenatchee area as the Bookworm Lady.



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CREATIVITY IS PERSONAL

BY JOAN S. PECK

W

e need to remember that we create with each thought or word that we speak and every action taken.

We are creating all the time – every day, every hour, every minute, and every second! That means it is up to each one of us to find the ways that work for us to produce what brings us happiness and gives us a sense of power knowing that we have the ability to create whatever it is we want.

There are different methods of how

we can create and they are personal for each of us, which makes life so interesting. The unusual thing about creativity for me is that I am most creative when I don't think – when I let ideas and thoughts pass through me and am clever enough to write them down when I am sitting before my computer or have paper and pen available for writing, which is my passion.

I have learned that my method of doing this is called “channeling,” something we all have the ability to do when we let ourselves be quiet and still in a space

where we have opened ourselves up to receive the messages. Although this sounds simple, it isn't always so because of all the “monkey chatter” existing in our heads which keeps us mainly in a one-sided conversation filled with negative thoughts.

There is a part of me that remembers the best ways of living no matter the form, and that is what I reach for when I mediate or remain still to receive guidance from my higher self – that self who can find humor and enjoyment in living as a human today - that self who

reminds me that my journey is my own – that self who knows I am loved by the Universe no matter what, and that self who loves in return.

Knowing that, it is in this space that I am able to create and connect with the energy of love, the highest vibration, where I can create best whatever it is I want if I am open to it.

Those of you who are not comfortable looking at creativity through the resources of channeling can simply remain in a space of love, feeling the desire for what you want to create, turning away from earthly thoughts, and losing yourself in your passion. It is not important how you create, just that you

do because when you create anything in a positive way, you are in the highest vibration, the one that connects you to the best part of you.

We all create in our own way and it seems to be constantly changing as new ideas and thoughts come to us. Yet, there is something wonderful and consistent to be said about the feeling of having just created something you wanted. What you have created can be something as simple as trying a new recipe, or something as inspiring as finding the cure for cancer. No matter what it is and no matter how insignificant or significant, it's a great feeling, a "high," to have completed it. That great feeling allows us to continue

in the higher vibrations, where laughter is substantial, especially if it provides a belly laugh.

Keep creating with blessings, laughter, and light.



ABOUT THE AUTHOR

Joan S. Peck is the author of several spiritual books and a contributing author to two of the Life Choice books. She has a new book coming out this fall – "Prime Threat- Finding Your Way Out of Addiction", a book written with her son from the other side.

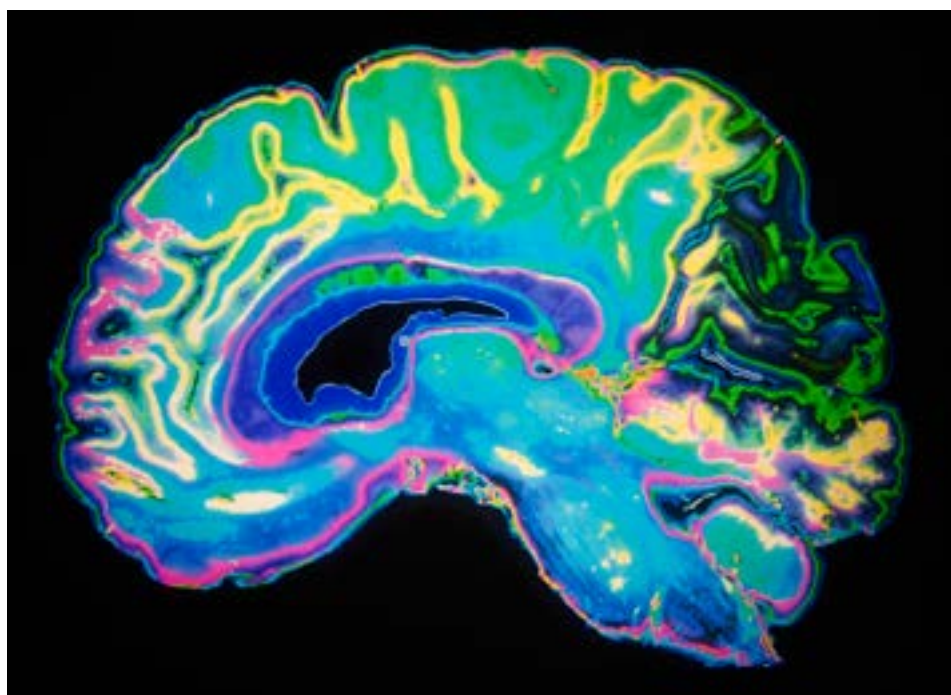
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BIOCHEMICAL INSPIRATION

BY CIE MARCHI

As an author, publicizing my work feels like standing naked in front of the entire world. As I click “Send,” my stomach churns. I’m embarrassed... by me. Exposed to criticism, my ideas, personal opinions and life experiences circulate into the hands and minds of others. How can one assume alliance of knowledge or thoughts with another? I make a choice to disregard judgment, releasing negative notions of what others might think or how they might react to my creative brainchild. I elect not to react to their reactions. Instantly, my perceptions and fears dissipate. After all, my knowledge is my knowledge. My words are my experience. Who else could I be?



History without substance, storytellers without words, documentable events without material, what would the world be like absent of creativity? Visual stimuli, daydreams, night dreams, personal interaction and trauma are all elements of creativity. How many books, art masterpieces, mathematical formulas and charitable organizations stem from any one of these events? The architects who engineered Italy’s Milan Cathedral, Michelangelo’s astounding Sistine Chapel artistry or Albert Einstein’s Theory of Relativity each started somewhere. What drove them to perfect their respective crafts?

Did they possess unique biochemical characteristics?

In the brain, synapses fire, peptides react, transferring recurring messages. Transported are chemicals such as dopamine: manufacturing proteins, energizing biochemical groups that change human behaviors, producing—positive or negative—rewards of memory, quality of wellness, forward movement and addiction. Passionate compulsion drove founding architects, historians, artists and scientists to imagine developed societies, to discover new worlds, to determine

how life on earth came to be. Individual experiences, positive thought and execution aroused their creative energy. Chemical cycles replicate to form addictions, which stimulate passive or active behavior. Through the force of action and movement, implementation delivers, communicating results. The Michelangelo and Einstein’s of the past weren’t super humans. Their ability to choose overrode trepidation. Biochemical reactions followed suit, challenging their creative process.

How will society perceive one’s mindfulness—the textile of one’s

inventive output—one's life experience? Fear hovers over humans like a nightmare. Feelings of "less than" manifest quickly—enthusiastic behaviors idle, repressing forward movement. A choice presents itself; admonish oneself or become proactive.

On a sunny day, I strolled passed a fabric store. In the window display, there were handmade aprons and umbrellas. Excited, I accepted these artistic models as brilliant—the unending fabric choices, the construction of fashionable gifts and personalized memories. In a flash, I recalled donating my sewing machine to a needy family. Excitement turned to disappointment, deflating my energetic high. The polarity of thoughts—negative

and positive—steered my attitude. Then, in a nanosecond, I decided that I could hand sew either project. Immediately, exaltation returned. Dopamine propelled me back toward action and reward. This decision and my brain's chemicals had aligned and adjusted accordingly, motivating me toward success and merriment.

Creativity is a form of communication, a tribute to one's life—a memoir of sorts. What makes one's executed thought or idea unique? Chromosomes differentiate individuality. Each existence so rare, so distinct that the sum of all thought and output is exclusive. The soul of a sole invention, idea, teaching or writing withstands matchless

comparisons. In that respect, we are all equals, uniformly singular. Every person is significant as each exemplifies a historical marker.

Choose your path. Choose your form of communication. Choose to contribute. Choose to disregard judgment, releasing negative notions of what others might think or how they might react to your creative brainchild. Your life experience enriches the collective whole, building formative communities while stimulating others into the realm of inspiration. Managing biochemical influences and electing to participate in creativity allows you to chronicle your unique existence.



ABOUT THE AUTHOR

Living in Alaska for 18 years, Cie Marchi experienced many rare sights, sounds and encounters with wildlife. These unique events compelled her to write and teach, building confidence and self-reliance among youth and adults. Now, living in Eastern Washington, Cie enjoys co-facilitating the Chelan Writers Group. She writes children's books, movie scripts, non-fiction humor and novels. One of her standing philosophies is "Teach where you can." www.cmarchionline.com

YOU'RE NEVER TOO OLD

BY PAM BURKE TYLER



What did you love to do as a child that you gave up as you got older? Did you write? Sing? Color? Dance? Paint? Play an instrument? Why did you stop? What do you wish you could start doing again? Why can't you do it now?

Age is not a factor in talent or creativity. Grandma Moses didn't begin painting in earnest until she was 78. When Dustin Hoffman was 26, he was voted "least likely to succeed" by his acting class. At 30, he played Benjamin Braddock in the *Graduate* and was nominated for an Oscar. Leonard Cohen started his music career at 33. Lucille Ball was 38 when *I Love Lucy* premiered. J. K. Rowling was 32 when the first Harry Potter book was published, after being rejected by 12 publishers.

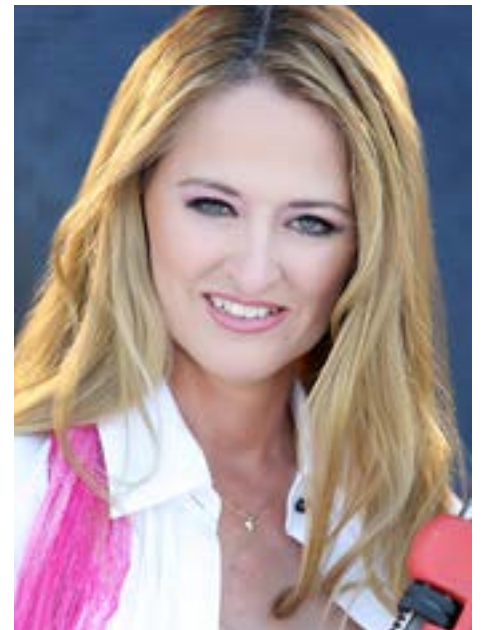
Do you remember the spring of 2009, when the world became transfixed by videos of a woman singing? Susan Boyle was 48 when her performance on "Britain's Got Talent" transfixed

us. Laura Ingalls Wilder didn't publish her first book, *Little House in the Big Woods*, until she was 64. Benjamin Franklin was 70 when he signed the Declaration of Independence. In 1994, when he was almost 76, Nelson Mandela was elected president of South Africa. Bill Wilson founded Alcoholics Anonymous when he was 40. Mother Teresa received the Nobel Peace Prize at 69. Julia Childs didn't begin her long running PBS program, *The French Chef*, until she was 51. The first edition of Roget's Thesaurus was published when Peter Mark Roget was 73, and he oversaw every update until his death at 90. In 1999, at the age of 89, Doris Haddock began walking the 3200 miles between Los Angeles and Washington, DC to raise awareness for the issue of campaign finance reform. She walked 10 miles a day on her journey, and relied on the kindness of strangers for her housing and meals during her 14 month journey. At the age of 52, despite battles with diabetes and arthritis, Ray Kroc set out to build the McDonald's brand.

What do all of these famous people

have to do with creativity and what does it mean to you? Creativity is the spark of creation within each of us, and takes many forms. The only rule for creativity is that it brings you joy and feels like what you want to do at that moment. Find what you love to do, an activity in which you can lose yourself and the time just doesn't seem important.. You don't have to be a certain age to start. Just find something that you enjoy doing and do it!

So, what are you going to do today to unleash your creativity?



ABOUT THE AUTHOR

Pam Burke Tyler is a long time resident of Las Vegas. She is a graduate of the Operating Engineers apprenticeship program, where she learned many of her "hands-on" skills. She later taught the apprenticeship program for several years. She is the Director of Facilities at the Muckleshoot Casino in Auburn, Washington. Formerly, she was the Assistant Director of Facilities at the Silverton Casino in Las Vegas.

HAVE YOU EVER FELT STUCK?

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Not only will you receive guidance and feedback, you will benefit from Judi's extensive background in leadership, management, image, presentation skills and service. Her insights and guidance will help you become who you want to be and present yourself as you want to be seen.

For more information, call Turning Point International at (702) 896-2228 and speak with Judi personally about the possibilities for you.



As an international business leader, Judi knows firsthand what it takes to be successful. She has owned and operated businesses in both the United States and South Africa. In addition, she has spoken, consulted and presented both keynote speeches and training programs in 28 countries on four continents.

Judi is an accomplished author with 10 books to her credit, several of them award-winning best sellers. She has been a journalist, model, finishing school and model agency owner, a professional speaker, a corporate executive, an entrepreneur, a consultant and a cancer survivor.

Around the globe there are many men and women whose lives are a testimony to Judi's personal and professional success. It is no wonder that she has a collection of awards, but to her "life is not about awards. It is about the reward of making a difference in another person's life." And that she has done over and over and over again.



PLAY YOUR WAY TO SUCCESS

BY LAUREN MCLAUGHLIN

“

Joe followed the woman down a bright corridor. She opened the door to the conference room;

Joe began to step inside ---and stopped dead in his tracks. This was like no conference room Joe had ever seen. He had expected to see a long mahogany conference table, polished to a sheen, equipped with the latest in teleconferencing units.

Instead, the room was lighted with small wooden tables littered with tubs of modeling clay, pipe cleaners of all sorts, piles of construction paper and an

endless array of crayons. A row of kids easels ran along the walls plastered with finger paintings.

About a dozen people, ranging in age from their twenties to their sixties stood talking and laughing all at once, all of them busily engaged in what looked like to Joe in the glorious pursuit of making a mess.”

What you just read is a description of the conference room of the company called “Learning Systems for Children” from the book, “*The Go Giver*” by John David Mann and Bob Burg.

Executives playing with toys and games is not a new idea, although the workroom described may be a little over-the-top for most companies. Still, a report from The Sharper Image, a trendy, San Francisco-based catalogue sales operation, reports that in the past year they sold \$33 million worth of “toys for the executive.” That’s a lot of toys.

Executive toys include everything from talking Darth Vader heads, to perpetual motion machines, to gold-plated Yo-Yos, to just about anything with a remote control – and those are desktop toys only. Are such toys simply examples of something to give someone who already has just about everything, or do they serve a real purpose?

Consider that most top level executives are involved just about all of their waking hours in creating services, products or systems to keep their companies successful and solvent. So



wouldn't it be logical for them to draw from their earliest experiences in the process of creating? And wouldn't those experiences have been born in childhood games?

Playing house or store or hide-and-seek were all games that exploded out of the imagination of children; as were cowboys and Indians, cops and robbers and all the various war games that, before video games, almost every child played no matter their social status, or intelligence levels, or the size of their parents bank accounts.

Nothing imbedded in our childhood experiences ever really changes just because we grow up. Toys are great stimulants of our imaginations so why not start (if you haven't already) using them to help you do your work more creatively and live your life with greater joy?

Consider a trip to the toy store, not to shop for toys for your children, but to shop for your personal toys; tools for your own creative work room. Here are just a few suggestions:

A Slinky – A slinky, positioned with the ends on the palms of your hands so that the weight of the slinky can be transferred back and forth from one hand to the other, is a priceless aid to creative thinking. Not only does it balance your thoughts but it creates a natural connection between your right brain and your left brain, giving you the best use of your already brilliant mind while you are problem-solving.

A Coloring Book and a large box of Crayons – Gently coloring within the lines of the picture on the page, in a variety of colors, literally becomes a meditative experience. It slows your thoughts and focuses them while at the same time freeing your creative juices to shift the end result from a gray elephant to a purple one, to a house with multicolored stories, or a mountain filled with wild flowers of every color in the box. Coloring is good for the mind and food for the soul as well.

Pick-up Sticks or a Barrel of Monkeys – These “untangling” toys help you to do guilt-free strategizing., because in this game no one else cares if you win or lose but the more you care, the better you get at sorting out thorny pile-ups in other areas of your life without disrupting the entire system.

Blowing Bubbles or Popping Bubble Wrap – Engaging in these activities provides opportunities for releasing all sorts of worries, hostilities and concerns. Various kinds of Modeling Clay and Playdough – These activities open up huge creative avenues and if you make

a mistake – you just smooch the whole mess up and begin again. The glory of a fresh start and then another and another, with no residual consequences, can't be overrated.

And no toy gives greater satisfaction than simple Building Blocks for creating teetering towers and then releasing your need to hit something (or someone) by knocking it all down to ground zero with a crash.

The bottom line is, why not turn some of your work time into creative fun time? OK – my turn to play now. So, where is my Etch-a-Sketch?



ABOUT THE AUTHOR

Lauren McLaughlin is a speaker, teacher, writer, retreat facilitator and author of “Go to ELF! – Connecting With The Eternal Life Force,” a book that offers the reader an opportunity for both entertainment and self-realization. An ordained Unity minister, Lauren lives in Clearwater, FL with her husband John and their cat, ELFER.

REPURPOSING PAPER

BY SUZANNE HAWLEY

If you are crafty or creative, and have a desire to reuse, reduce and recycle; the ancient craft of making your own paper can be both

exciting and useful. The basic steps for making your own personal paper craft items are the same steps that are used in the mass production of paper by major corporations.

The materials and equipment needed:

1. scraps of paper used for pulp
2. water
3. flowers, leaves or fibers
4. liquid starch (optional)
5. wooden picture frame
6. fine window screening or mesh such as cheese cloth
7. nails or staples
8. an electric blender or substitute Appliance
9. scissors or X-acto knife
10. plastic 2 to 5 gallon bucket
11. a palette knife or butter knife
12. absorbent cloths
13. two flat boards such as cutting boards
14. cookie sheet

The first step is collecting your recyclable paper. (Hint: the paper must not have a waxy or shiny surface.) Using newspaper will make a gray product. If this is a desirable color for your project, it will be

an easy material to accumulate. On the other hand, lighter colored scraps will create a lighter paper. With this in mind, flowers leaves or fibers, for decorating this paper, will add color and texture.

Tear or cut collected paper into small pieces. Soak in bucket full of water for at least 48 hours. Make sure enough water is added to fully cover the scraps. (More water can be added as it is absorbed.) At this point, if a stiffer paper is desired, you can add a few tablespoons of liquid starch.

Stretch the screening or mesh over your wooden picture frame (glass removed) and nail firmly in place. Set frame on cookie sheet in warm dry area.

Pour two cups of paper pulp into the blender and add at least two to four cups of water for easier blending. The more water used, the finer your paper will blend, leaving you with a thinner, less rigid product.

If desired, add any flowers, leaves, glitter or fiber and lightly blend. Pour pulp over framed screen and spread with the pallet/butter knife until desired thickness and texture are reached. At this point, more flowers, leaves and designs can be added or imprinted to the surface of your wet paper while on the framed screen. Be creative!

Before your paper is completely dry, use the knife to loosen and remove from the



framed screen. Place your slightly damp sheet of paper on a cookie sheet/ flat board with an absorbent cloth beneath the paper and a second cloth on the top. This can have a weight (books, pans, heavy box) placed on it to keep the paper flat as it dries. Remove from between cloths when almost dry and place on flat dry surface.

Depending on the heat and humidity of the area in which you are doing this craft, the time span to dry the paper will vary. Once dried, your craft paper can be used for painting, drawing, making greeting cards or scrap booking crafts. Use the scissors or X-acto to size or shape your finished product. Have fun! Reduce, reuse, recycle, reinvent!!!!



ABOUT THE AUTHOR

Suzanne Hawley is a self taught writer/ poet and photographer. Recently, she has relocated to her great- grandparents ranch in the Entiat Valley in Washington State. Former co-owner of Cascade Learning Solutions, she has spent many years helping her students use creativity and imagination to resolve learning disabilities.

THE CREATIVE PROCESS DOES NOT END WITH AN IDEA, IT STARTS WITH ONE."

- BENJAMIN FRANKLIN





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Resilient Survivor

*A true story of GROWING through
BETRAYAL, DECEPTION and LOSS*

BY MARLENE LIVINGSTON CURRY

“This is a book about love, betrayal, and a mysterious death. The author, Marlene Livingston Curry, shares her personal journey through devastating circumstances in order for us to understand she has been where we are, hurt as we hurt, and felt complete devastation from the secret betrayal of the person she loved the most. She then shows us how to reclaim our self-worth, resolve the shame issues we may be dealing with, and rise to new levels of self-confidence, happiness, and success. Within these pages, you will find practical ways to meet challenges, overcome difficulties, and give up any feelings of brokenness.”

—Judi Moreo, author, *You Are More Than Enough*

“This book is both inspirational and practical. It is the kind of book you will keep close at hand, refer to often, and actually use. It is full of simple, yet profoundly effective techniques that anyone can use to regain and maintain self-worth and confidence.”

—Mary Monaghan, author, *Remember Me?*

“This is a book I will keep and give to others, to my friends who are grieving. Marlene writes from a calamitous experience and offers advice of various ways of coping with the issues following the death of a loved one.”

—Kathie Slaughter, Retired teacher

WWW.MARLENECURRY.COM

Marlene Livingston Curry is available for lectures and workshops based on her book *Resilient Survivor*.

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INSPIRING OTHERS CREATIVELY, TO GREATER POSSIBILITIES AND CHANGE

BY DELORES RAMSEY MCLAUGHLIN

As we stood on the beach at 5:30 pm in an area known as Magic Island, I noticed an elderly lady wearing a pair of wasted sweats. She walked quickly past me, turning around and taking another glance at me. I was standing there, wearing all white attire including a lace dress, shoes, white beads and a pair of matching earrings that seemed glued to the area they rested on.

I looked at Marcus smiling as the sweat trail slowly found its way off of his handsome face. Marcus shirt was flowering me with many versions of red, white, green and just a hint of black colors. The lei lying gently around his thick neck. His glasses sitting on his nose, not quite as perfectly as usual.

The wind began to pick up with such forcefulness, it sent my hair blowing in such a way I knew I was having a bad hair day. I was looking at the sky which was as blue as the multitudes

of water rushing up against the bank and the movement of the slightly bent trees saluted as we walked by. In the sky, there were blankets of darkness scattered throughout. A boat sped by, splashing water as the poor guy on the back of the boat held on to the rope for dear life. The birds flying low and then returning to height again seemed to be enormous with wings that propelled at great strength and glory. The buildings were tall and brown in character, almost having a bit of a mist about them.

Marcus and I drew our attention to the man standing in front of us. He was wearing a high collared blue shirt with a monstrous load of black beads around his neck. He had short curly brown hair that was combed away from his face. As he began to talk with us, his protruding belly stuck out even more over his belt line. He continued to hold the black book in his left hand over the belly area. Marcus and I continued to stand there, what was minutes seemed like hours. I felt something slippery and wet fall on

my face and then my arm, just a drop or so of rain. I looked out at the blue waters which were moving gently as if being stroked or brushed. Across the sky, a ribbon of red, yellow and green stood by which continued throughout the ceremony as Marcus and I said, "I Do," and the rainbow let us know that our love is true.

Creativity is an action word that focuses on the inner you in seeing something ordinary differently. For example, the color of the sky, the bending trees, and the nonverbal clues that you witness have not changed but your perception of this incident has. You witness the true beauty of what surrounds you and how it encourages and soothes your creativity.

Individuals who want to remain creative must be open to new experiences, willingly sharing these creative experiences, passionately following their dreams and encouraging others to follow their dreams. Creatively inspiring



others will allow them to take the leap of faith, be open for the risks involved, fearless with anticipation of greater opportunities, and change.

Marcus & I had no plans to get married in Hawaii but our passion for each other, taking a leap of faith, and being open to creative moves made it possible. What are you waiting for?



ABOUT THE AUTHOR

Delores Ramsey McLaughlin is a motivational speaker who inspires audiences from corporate to faith based. She has a gift of making the most serious topics become less intimidating and more accepting. The founder & executive director of "All Out Communication" and "Freedom-N-Christ Ministries," she teaches effective leadership skills, conflict management, strategies to successfully pursue your dreams and how to bridge gaps between cultural and religious differences.

Delores may be contacted at: Post Box 8205, Phoenix, Arizona 85066 or nthaeyezz@cox.net

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IF IT IS TO BE, IT IS UP TO ME

BY S. L. GORE

Don't you love it when people tell you to be creative, but you don't know where to start? It seems so simple. "Just think out of the box," they say. "Look beyond the old and see the new." Does your brain, like mine, have a way of freezing up? Instead of ideas, there's fear.

When I first started writing, I was plenty scared. Golly, a blank page was supposed to grow into a book! How could that happen? Then, I got lucky. I closed my eyes, and the story flowed through my fingertips onto the keyboard. Some call it channeling, and that's how it seemed to me. I put my characters in scenes and let them surprise me. With only a vague roadmap of three or four events, each novel unfolded in amazing intricacy, finishing with all the threads in place.

But, was I "lucky" or did I make conscious decisions that put me where Fortune could smile? CREATIVITY – it's about you making up your mind.

C-ONFIDENCE. It can be scary to let go of the old ways of doing or thinking, even when they're not working for you anymore. That's when you give yourself a good talking to. Say out loud: "I can do this!"

R-ISK. If you play it safe, nothing will change. Sure, you might make a mistake, but that's okay. That mistake will lead to a new solution you would never have



thought of. Say: "I'm not afraid to try something different."

E-XCITEMENT. It's hard NOT to be excited when you see something that didn't exist until you created it. It doesn't need to be dramatic. It can be a new spice in an apple pie. It can be a way of saving money that turns out to be fun. Say: "I want to do this!"

A-TTITUDE. A lot of us stand in our own way. We're so worried about failing and what our friends will think, that we're paralyzed. Say: "I'm looking at the world and my life differently now."

T-RUST. Problems have solutions. Trust you can find them. Write down everything. Hold nothing back. Make two columns. On one side, write what works. On the other side, what doesn't. Ask your inner self for help. Say: "I'm stuck. Please! I need a breakthrough."

I-NSPIRATION. This is where the magic happens. After you've asked for help and are open to receiving it, an idea comes to you from out of nowhere and at the most unexpected time. The Greeks said the Muses spoke. I say my heroines channel their stories through me. Maybe, it is simply our subconscious talking. But who cares where ideas come from as long as they come? Now you say: "Thank you!"

V-ISION. You're ready to take your inspiration and make it real in your mind. Feed it. Allow it to grow stronger and stronger. Don't kill it with negatives. Say: "This is going to be wonderful."

I-NITIATIVE. Nothing happens unless you have the courage to take the first step and follow through. Say: "If it is to be, it is up to me."

T-IME. Ideas need to incubate. Let things simmer. If you see roadblocks, step back

to the intuitive stage again. Ask for more help. Put everything out of your mind. Take a bubble bath. Go for a long walk. Meditate. Say: "I'm going to sleep on it and wake up with a solution."

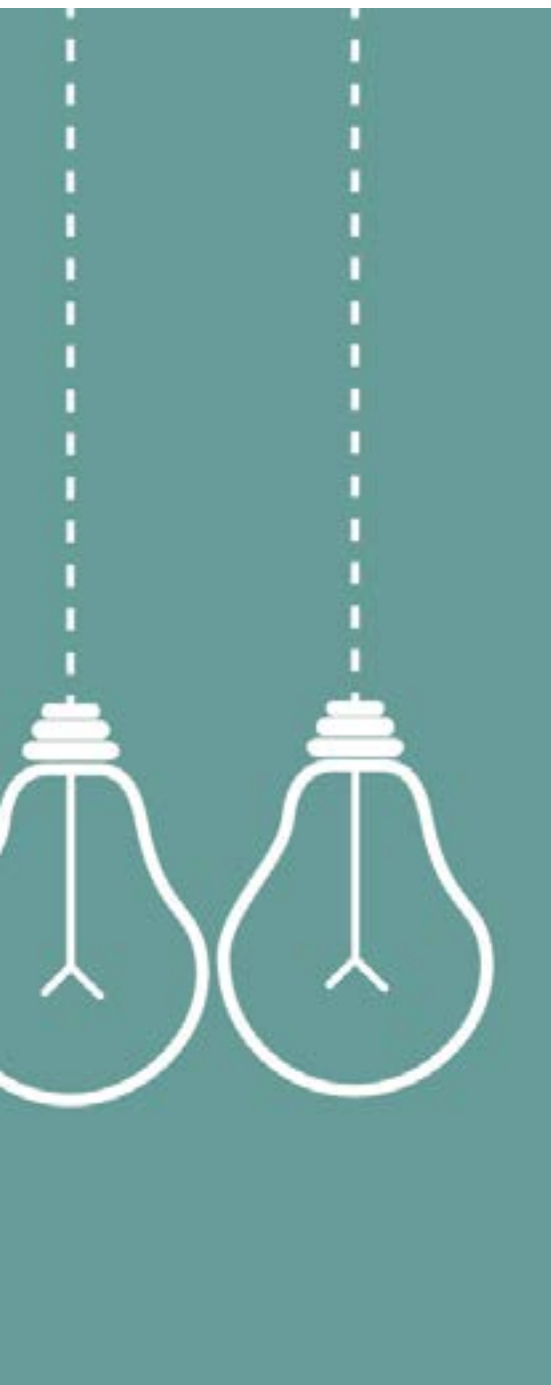
Y-OU. This is where YOU turn ideas into results. You woke up knowing just what to do. You're ready. And because we never really do anything alone, say: "Let's make it happen!"



ABOUT THE AUTHOR

Born with wanderlust, forever living in a fantasy world, S.L. Gore escaped the prairies of Kansas and followed the yellow brick road on an odyssey that took her around the world. Love of history, languages, mysticism, food, shopping and romance helped create The Red Mirror Book Series. Her *Sex and the Zen of Shopping* is a self-help book for the spirit and how-to for the practical. Joyously married, she and her Viking husband live in Coastal California.

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THE ARTIST WITHIN

BY RIDGELY GOLDSBOROUGH

I am an artist.
Each day I face the artist's plight.
Will the magic flow?
Will the well still run deep?

At times, I step into the limelight and speak to many people.
I dance with the audience, listen to their unspoken words, share messages from the heart.
I love my work.
I love the contribution.
I love to touch the lives of others.

Then I come home to the still and the quiet.
I put my fingers on the keyboard and search.
Sometimes the words cascade like a waterfall.
Other times they trickle out in stubborn spurts.
If I sit long enough, I know that something will come.
I wait, often impatiently, occasionally frustrated,
always a tad anxious.

In the kitchen, I am an artist.
I blend spices and oils, saute' wild concoctions, mix and bake and broil.
I array patterns and colors on odd shaped plates, build mountains of greens topped with myriad veggies or fish or chicken or who knows what lurks in the fridge.

In my closet, I am an artist.
I pick outfits that match and others that don't—often on purpose.
I pull together "looks" and ask myself how they make me feel.

With my body, I am an artist.
I sculpt it.
I stretch it.
I work to keep it young.

Out in the world, I am an artist.
I try with each interaction to bring a smile, to find the right expression that lifts the spirit of each person I encounter.
I find ways to say special things, different things, adventurous things that cause laughter and a lightness of being.

On the beach, my favorite place, I am an artist.
I walk and I seek.
I talk to the waves.
I dig deep within for meaning and keep searching until something comes.
I wrestle with it.
I toy with it.
I turn it upside down.
More often than not it morphs and transforms a hundred or a thousand times before taking true shape.
I wait and allow the process to unfold.

In all that I do, I am an artist, always creating.
And so are you.
Please, for all of us, let yourself shine.

That's A View From The Ridge...



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A FINAL NOTE FROM JUDI MOREO

In order to foster creativity and imaginative thinking, we must create a safe environment in which people can express their thoughts and feelings without judgment and fear of criticism. Often the expressed judgment of a parent, teacher, or boss will kill an idea that has some potential.

Feedback is often not offered when things are going well, yet the minute someone does something we perceive as 'wrong,' criticism is quickly delivered. You never know who might have that

one idea or formula which will create the success you desire. Criticism of an idea or suggestion cuts off the valuable flow of creativity and enthusiasm. It's almost like saying the person's idea is stupid and should be discounted. The next time this person has an idea, she will keep it to herself. And the new idea might just be the one you need to hear!

Much of creativity is the ability to see something differently. Taking an idea or a concept and putting it into a different context can give it a different

meaning. The more a person engages in creative thinking, the better he or she becomes at it. Creative people are able to more easily solve problems, remember better, and produce even more ideas! Aren't these the people you want on your team?

Judi