

Biz Buzz



Lighting Our Creative Fire!

Today's world is changing so rapidly, if we pay heed to the media, read studies or follow statistics, it seems we must be superhuman to just keep up with the 'game.' In *A Thousand Paths to Creativity*, David Baird writes that in every aspect of our lives - our homes, parenting, gardens, meals, finances, how we market ourselves, and even the way we look and dress, "today, perhaps more than at any other time in history, the pressure is on us all to be more creative."

Studies indicate by the age of twenty we have lost 80% of our innate creative genius. As entrepreneurs, we are continually stepping through the curtain into the unknown and putting ourselves on the line. Demands, responsibilities and challenges face us at every turn in our personal and professional lives. How can we not only survive, but thrive?

Charles Darwin recognized, "It is not the strongest of the species that survives, nor the most intelligent, but the most responsive to change." How can we ignite or boost our creative thinking to respond to change?

Professionally, we might: become skilled at identifying issues and creative problem-solving (for example, try brainstorming 50 solutions to any dilemma!); undertake innovative initiatives; capitalize on skills, talents, experiences and extended networks of personnel and associates; start or join a support association; and hire coaches or consultants.

Personally, we might: eliminate self-imposed, artificial restrictions ("I can't," "It's impossible," "Won't work"); embrace new experiences (different foods, genres of books, films, magazines); expand thinking through creative exercises (word games, new skills, workshops, courses); change patterns of behaviour and routines; surround ourselves with like-minded, positive people; be spontaneous and somewhat daring, especially if there's not much to lose; and recognize and let go of life-long personal prejudices, self-conceptions and set boundaries.

There are limitless resources upon which we can draw to creatively maximize our professional and personal potential. We just have to be willing to do it.



A speaker, best-selling author and award-winning artist, Creativity Consultant Nellie Jacobs is featured by media across North America. For more ideas: www.nelliejacobs.com.

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