

We are pleased to introduce the fifteenth issue of intoaction's *Exploring New Pathways*. The concept behind this newsletter is an invitation for you to explore new ways of thinking, new perspectives, and new behaviors, so as to increase your personal effectiveness. The themes we have selected are commonly addressed topics in coaching. We have chosen them carefully and are eager to share them with you, in the hopes you will find them both thought-provoking and valuable.

Warmly,

Céline Brillet

into  action

Exploring New Pathways

issue 15

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"Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun." - *Mary Lou Cook* **What is stopping your creativity?**

Fuel your creativity

Creativity seems to be the solution to all the challenges we are currently facing: how to do more with fewer resources, how to consider new approaches to doing business, how to handle the impact of the crisis, and even how to help us find new employment opportunities.

Having a creative approach is linked to unconventional thinking, where the brain makes connections which did not exist before. This type of thinking allows us to imagine the future and expand possibilities.

If thinking creatively is indeed the solution to all of our woes, why aren't we being more creative? For starters, some of us believe that being creative means pioneering groundbreaking ideas, that no one else has ever thought of before. Creativity is a mindset and can be about using an existing product/ process in a new way e.g. job searching using social networking. Some of us also feel that we are not the creative types, and that this thinking is best left to the experts. Creativity is as simple as applying new perspectives to the ordinary - something which is within everyone's reach. Sometimes we also get stuck in the selection and implementation of creative ideas. Selecting the best idea may require some due diligence in terms of possible impact, practical solutions, and maybe even the involvement of a third party to help us choose the best alternative. In the workplace in particular, the thought that a creative idea will go unnoticed tends to limit us: many companies claim to be creative, but do not have a robust system in place to harness these ideas and ensure their execution. Encouragement is primordial for creativity to flourish, especially in the professional context as a culture of creativity begins with top management, and can be fueled by the existence of an incentive scheme to ensure that it is at the forefront of employee's minds. The fear of failure or of being seen as challenging the working status quo can prevent

us from even communicating our innovative thinking to others, with the belief that our perspective will be turned down. Lastly, our belief system also plays a role in generating potential obstacles, thus limiting our creativity, and diminishing our ability to generate possibilities and new approaches.

My invitation is:

- Identify a topic in your life that could use a creative approach.
- Give free rein to your creativity by temporarily discarding all the limiting beliefs that might be popping up in your head. (Make note of these limiting beliefs.)
- Brainstorm and talk through with someone you trust about the feasibility of your creative ideas, even the most "absurd" ones. (Give this person "instructions" on what role you would like them to have during this discussion.)
- Select 2-3 ideas you genuinely like, and that you feel enthusiastic about.
- Identify how you would go about implementing these ideas.

To find out how intoaction can help you make this topic part of your organization's culture, please contact us directly at info@intoaction.eu

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Top 8 reasons to partner up with a coach

1. You want to make yourself a priority.
2. You feel stuck.
3. You want to build on your strengths.
4. You want to reach your goals more effortlessly.
5. You need a neutral sounding board to bounce ideas off.
6. You are facing a stretch challenge.
7. You have an important decision to make.
8. You are ready to move to the next level.

intoaction helps Executives and Entrepreneurs achieve their desired results through individual and team coaching, as well as through workshops devoted to developing leadership skills, managing change successfully, and enhancing team effectiveness. <http://www.intoaction.eu/>



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