

Are your old thought patterns
no longer creating new value?

Are your ideas coming too
slow to grow your business?

well then...

join the movement...

CREATE YOUR CREATIVITY WORKSHOPS

There is No Better
Investment You Can Make
Today than Strengthening
Your Creative Skills.
- LinkedIn

CYC participants have all
“unstuck” their focus
projects and more than
doubled their mean
creativity scores.

LEARN MORE @
www.createyourcreativity.tv
innovation@createyourcreativity.tv

“Amazing results. A great workshop!”

“It’s going to be big! Get on board now!”

“Incredibly powerful and profound.”

Comments from CYC Participants



A unique, step-by-step method for
rebuilding your Creativity from the
ground up. The product of years of
development and testing. You will
take action on a project you thought
was lost, and learn a technique you
will keep using to **CREATE YOUR
CREATIVITY** ongoingly going forward.

DID YOU KNOW



SUCCESS

The World Economic Forum has stated that Problem Solving, Critical Thinking, and Creativity - three main components of Creative Thought - are the top 3 skills required for business success today.



GROWTH

According to Strategy One, 85% of CEOs agree that Creativity is the key to driving economic growth. And *Cleverism* adds: "Creativity is the must-have skill for entrepreneurs." Meaning Creativity is a critical core need for both big and small business.



PROFITABILITY

A study published in *RAND Journal of Economics* shows that sales of innovative companies are 6 times higher than average. *Strategy Management Journal* projects profits of an innovative company at up to 80% higher than a non-innovative one.



HEALTH

Regular creative thought lengthens life, increases happiness, boosts the immune system, and nearly halves the chance of mental disorders later in life, according to numerous scientific journals.



FUN AND SIMPLICITY

Expanding your Creative Thinking through Create Your Creativity is fun and uncomplicated. It's not a bunch of scattered facts and activities. It's an innovative system you can remember easily. Sorry - you don't get lunch. You get your life back. You get a free, joyous mind. You get the power to create. In your own style and voice.

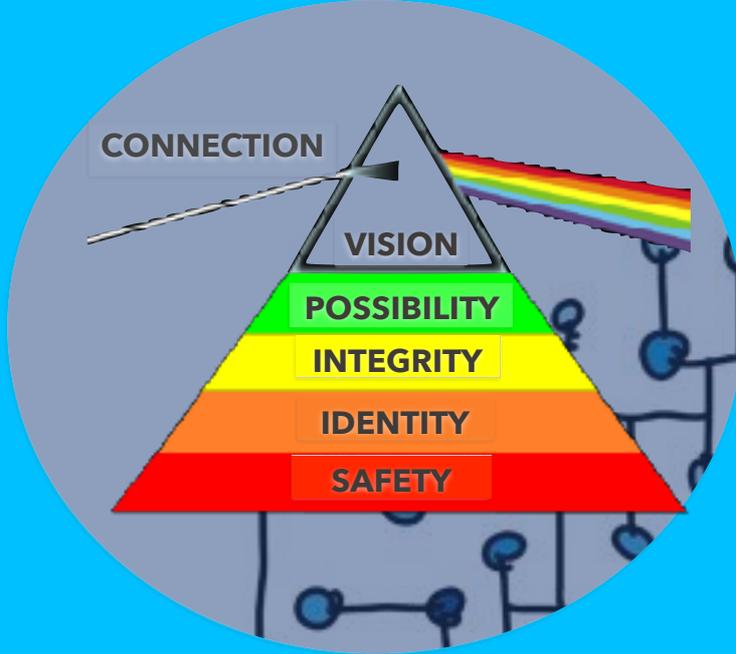
MEET: MICHAEL LEE

CREATE YOUR CREATIVITY CREATOR and MAIN TRAINER

Michael is an internationally-accredited Creativity Coach, Life Coach, Executive Coach, and NLP Practitioner and a long-time educator. He has decades of experience in the film industry in Africa, Europe, and the US. His reality music show *Jam Sandwich* is the winner of 4 South African film and TV awards (SAFTAs). He is co-founder of Joburg's Academy of Television, where he currently serves as head of Screenwriting & Storytelling. He is currently producing and writing adaptations of three South African novels for the screen.



CREATE YOUR CREATIVITY



96% of us have lost the levels of Creativity we had when we were 5 years old due to ignoring and suppressing our Subconscious. Luckily, we are all born equally Creative, and we can regain our Creativity by unlearning the habits that have blocked it. **CREATE YOUR CREATIVITY** is the product of the study of the work of dozens of international creativity experts, packaged into a simple, sensible model backed by real-world testing, delivered in 8 x 2 hour modules.

0. Intro to Creativity Unwrapping the Gift

Who, What, and Where is Creativity. Why Creativity matters. Creativity in the 4IR. The ACTUAL Creative Process. Problem-solving and Critical Thinking. Creative Recovery. Thinking INTO the Box.

1. Safety Checking the Tires

Creating a Safe Space, Time, Mind and Social Environment to unleash the Subconscious. Relearning the correct relationship between the parts of your mind. Creating a project Mission Statement.

2. Identity Taking the Wheel

Transforming your Identity to bring Creativity to all parts of your life. Generating ideas from who you declare you are. Letting go of past damage to unleash new thoughts. Creating a project Identity Statement.

3. Integrity Tuning the Engine

What is Integrity really? Why does it matter? Integrity as the basis for explosive Creativity. The value of planning, predicting, and reward. Celebration as a form of Integrity. Creating a project Values Statement.

4. Possibility Opening the Throttle

Techniques and tips for opening the Creative mind. How to inspire a flood of new and better ideas. Suspending judgment and silencing the inner critic. Being truly present. Divergence and lateral thinking tricks.

5. Vision Setting the GPS

Placing your unique stamp on the being-created future gives you clarity on who you need to be now. Vision as idea generator. Convergence Thinking. Being Creatively decisive. Creating a project Vision Statement.

6. Connection Hitting the Highway

Connecting your project to the world. Building a Creative support network. Making money and impact from your mind. Innovation as a lifestyle. The value of combining ideas. The Originality Lie. Creating a project Brand Statement.

∞ Onward The Future is Now

How to use what you've learned to continue growing your Creative skills every day and preserve your new Creative health. How to take your focus project all your new projects forward successfully, every time.

Dates and prices available at www.createyourcreativity.tv
CYC is effective for individuals, companies, and teams.
Advanced and Master Workshops currently in development

SOME SIMPLE CREATIVITY TIPS

#1: DON'T TRY TO THINK "OUT OF THE BOX"

Humans think in boxes. So many boxes. It's how we know what to do and who we are. Without our boxes we would have long ago been eaten by a bear in ancient times, or run flat by a car now. Thinking "out of the box" is not a skill we understand, and leaves us nowhere to go. Instead, try thinking "INTO THE BOX" - try out new things in your old boxes, make bigger boxes, eventually even learn to build new boxes. By thinking this way you'll have a practical method you are already good at, for causing new ideas and not just waiting around for them.

#2: CREATE A SAFE SPACE AND TIME

You will be amazed the easy progress you'll make if you work on your Creative projects at the same time and in the same place for a few days in a row. You already use your body clock to help you fall asleep and wake up. Now use it for your mind. You know that kids love routine. So does your Subconscious. If you can't be in the same place, put the same object in every spot you travel to, to simulate it. Safe also means a place and time where you will not be interrupted by children, pets, partners, bosses, customers, delivery people etc. This is your time.

#3: PRACTICE FREE WRITING

The best way to let your Subconscious express itself after years of suppression is through Free Writing. Take a pen and paper and get going. Just write for three full pages, about 1000 words. Do not think. Do not stop. It does not matter what you write. You just go until you're done. Do not read what you wrote either, or show it to anyone. At first it's best to throw out the pages as soon as you finish. This is not about crafting ideas, but about blowing out the gunk. Do this for a few days and you'll feel looser and happier.

#4: TAKE SOME DOWN TIME

You know how it seems you sometimes get your best ideas in the shower? Well you might. We must focus to research and analyze and think about a problem. But to get innovative solutions it's usually best to stop thinking entirely and let the ideas INCUBATE. This is why many great Creative thinkers often take long walks. Einstein played the violin between work sessions. Overthinking is bad for Creativity, as is the time pressure of deadlines. It's best to build stretches of nothing-doing into your work plan. After you gather ideas, it's not a bad thing to take a little time off again to keep from judging them too quickly Remember - we love to think in boxes.