



A Preview: Coaching Your Creativity
With Jill Butler, www.JillButler.com
Wednesday, November 17, 2010
Pond House Café

How can a company leader give "permission" to their team to "think outside of the box"?

Permission needs to be in the form of an **Invitation** to participate in a new way.

Outside the box is way too illusive and won't get much of a response without first determining what is the **reality of inside the box**. The "what is" needs to be acknowledged before we can move on. Robert Fritz in his classic book, *The Path of Least Resistance*, talks about this as the "current reality".

How can I tell the difference between a "creative" idea and a "silly" idea?

No idea is creative or silly until proven to be so. When an idea works, is new, unusual, or unexpected, it could be named "creative". A "silly" idea may be just what's called for...something so off the page that it's fun and catches the attention of those it's directed at. In the end, all ideas are just that, ideas.. as they say in French" *une idee est tout simplement un point de depart...an idea is simply a point of departure*.

What questions can we ask ourselves when looking for creative ideas to improve a product, service, campaign, or event?

The first, and only first question, is to ask, what is the **vision** for this product, event, service? When it has been realized what will it look like? How will we know when we have "arrived" at our destination? By starting at the end (picturing the realized product, etc.), we will more easily know all the questions to ask, and the steps to take, as we will be directed by this picture we have imagined whether it's a service, a new company, or an event.

How do we effectively "brainstorm" new ideas?

Brainstorming often looks like one person being in control by managing the discussion often with their agenda, hidden or not, at the top of the list. Best is to mind map the project by imagining the end result (the picture) that we seek to create. Mind mapping welcomes ALL ideas. There is no good or bad idea. By mind mapping, all the voices in the room are heard. There is no judgment or discussion of any ideas "allowed" until all ideas are put on the map. What might seem to be a bad idea may be the seed, or jumping off point to the next idea which leads to the final idea. Without all of the steps (ideas) we wouldn't have arrived at our desired destination. We can't know, nor do need to know along the way, what will be the outcome of ALL of the contributions. Mind mapping is exciting, energetic, and thereby quite productive and FUN!

About the Speaker Jill Butler:



Leaving Kalamazoo, Michigan was Jill's vision and her communications and marketing degree was her ticket to fulfilling that dream.

In NYC, Jill worked for several Madison Avenue advertising agencies before spending 10 years with Vera Industries (Vera the scarf and sheet designer). At the top of her career, she left the US after the death of her father with the realization that life had a beginning, a middle, and an end, and that she didn't know how to live.

Thus began the journey of living in Paris for 16 years while experiencing a new culture and language, learning to draw, write and paint, while giving up on "needing to know it all"!

Jill shares her journey by facilitating vision and creativity workshops, writing and illustrating books, as well as creating and licensing a nationally distributed table top collection. www.jillbutler.com

For more information or to register for the 2010-11 Women Who Mean Business Series visit: www.whchamber.com/WomeninBusiness.aspx