

Goodman
School of Business

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Group

Brock University

Welcome to Business Breathers

Creative Infusions for your Works and Life

Stephanie Barnes
Chief Chaos Organiser, Entelechy

Taking businesses, careers and ideas to the next level

Creative Infusions for your Work and Life



Who am I?

- BBA in accounting (Brock), MBA in IT (McMaster), Artist
- 20+ years experience in finance, accounting, IT and process consulting, knowledge management, digital transformation, culture change, creativity, and innovation
- Artist: started my creativity practice in 2001, painting in 2011
- Dual Canadian - UK citizen, living in Berlin
- Wrote a chapter on this material that was published 2018 in the book [KM Matters](#), and articles to be published in October 2020, and 2021
- My superpower: using both sides of my brain



Beginning...

Instructions for Activity:

Get comfortable, take a slow, deep breath, and close your eyes.... (go slow!!!!)

"Picture in your mind's eye a small and delicate flower

Floating gently inside your skull.

Just behind the bone of your forehead.

Notice the flower's colour,

Its shape,

The pattern of its petals.

Let the flower drift slowly downward,

Gliding gently down your throat into your rib cage.

Drifting down and down...

Between your lungs...

downward, gently downward,

Coming to rest in the lowest place in your abdomen

Where your breath reaches When you breathe fully and deeply.

A quiet touch of colour deep in the darkness of your abdomen.

Hold the flower there... hold it... hold it...

Now: Let it go! Let the flower vanish.

But stay focused on the place where it was Deep down in the dark centre of you."

"Now, when you are ready... only when you're ready... open your eyes and come back into the room. "

"I'm going to turn the lights back on now. "

"You have just experienced 'letting go.' Please accept the idea that when you let go of the flower you also let go of any notions or biases you held about where you thought this meeting would or should go.



...reflecting

Why do we need to re- Learn Creativity?



Research

On psychological tests of creativity:

Only 5 percent of people 18 and older registered in the "creative" range?

Among 17 year-olds, 10 percent scored "creative."

But among 5 year olds, more than 90 percent demonstrated the creativity to suggest innovative ways of looking at situations and the ability to dream up new ideas.

Source: <https://ideapod.com/born-creative-geniuses-education-system-dumbs-us-according-nasa-scientists/>, last checked August 22, 2018 at 18:23 CET

Creative people
are curious,
flexible, and
independent
with a
tremendous
spirit and a love
of play

Henri
Matisse



How we can activate our creativity

Artistic Attitude

- Curiosity
- Passion/tenacity
- Confidence
- Resilience

Artistic Practice

- Perception
- Reflection
- Play
- Performance

By tapping into our creativity...

- We bring our authentic/whole self to work
- We find opportunities to build the skills for leadership within ourselves and others



Creativity: why promote it?

- Improves critical thinking
- Objectives are achieved more readily
- Increases motivation, deep concentration and engagement
- Improves relationships
- Develops skills for life – adaptability, coping with uncertainty and change, resilience, empathy

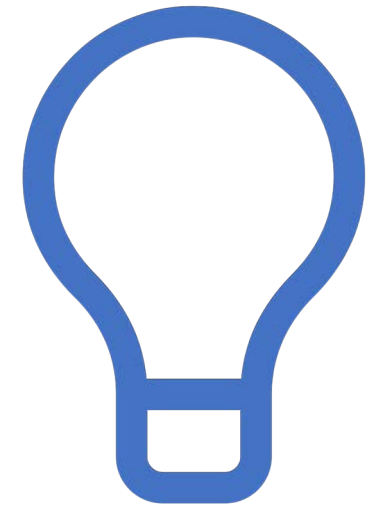
How do we become more creative?

- Playing
- Arts and Crafts
- Exercising
- Improvising
- Getting enough sleep
- Eating consciously
- Drinking consciously
- Meeting:
 - new people
 - conversation
- Meditating
- Making space
- Music/singing
- Doing something new/different



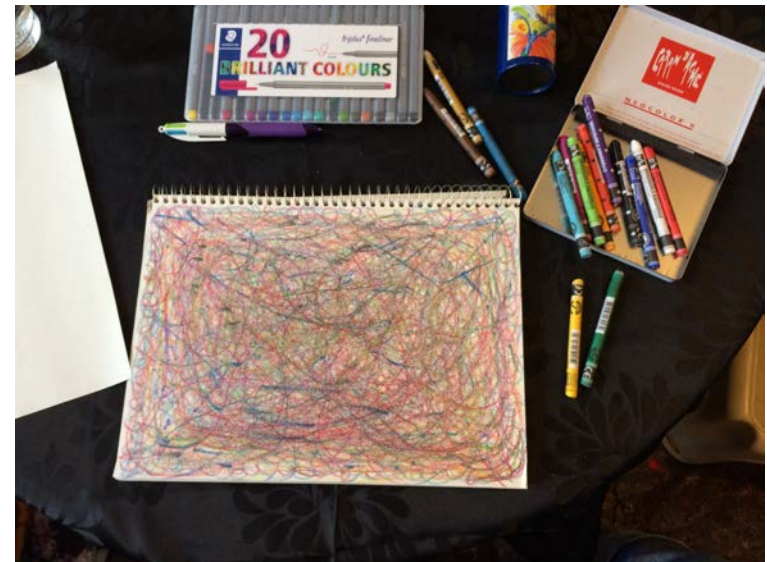
In our organisations...

- Ask questions
- Challenge assumptions
- Allow space for reflection
- Allow space for creativity, e.g. creative bursts
- Build empathy
- Experiment



In our virtual meetings

- Short, ice-breaker-type activities make our online meetings more engaging and creative and help us be more mindful
 - Drawing activities (e.g. scribbling, doodling, draw to music)
 - Improv games
 - Making sculpture
 - Making music
 - Write haiku



More specifically organisations can...

- Plan and run regular, weekly creativity workshops for staff using a variety of themes, techniques, and activities
- Help people learn creative problem-solving methods, critical thinking, and how to challenge the status quo
- Coach how to apply artistic practices and principles to solve business problems in unique, innovative ways
- Coach individuals and teams to help them meet their full potential through creative and sustainable leadership
- Create and curate a display area for any artwork that is created, as a means of sharing the experience of being more creative. This includes sharing stories of lessons learned and innovations/improvements developed as part of the program

Questions



If you
would like
to get in
touch:

Stephanie Barnes

Entelechy

www.realisation-of-potential.com

stephanie@realisation-of-potential.com

+49 179 854 8376

Ways to activate creativity

- Yourself:
A Creative Pause: mindfulness through art
coursecraft.net/courses/z9269
- Your meetings:
Creative Activities for Virtual Work
coursecraft.net/courses/z921g
- Your organisation and yourself
Applying Creativity to Business
www.realisation-of-potential.com/acb/
- Radical Knowledge Management
www.radicalkm.com

Thank you for joining us.

Come back on Wednesday October 28
for **“Positive Forward Motion in the
COVID-19 Era - Maximizing Emotionally
Effective Leadership in the FAST
Lane”** by Lesley Calvin, Founder at
Lesley Calvin Consulting

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