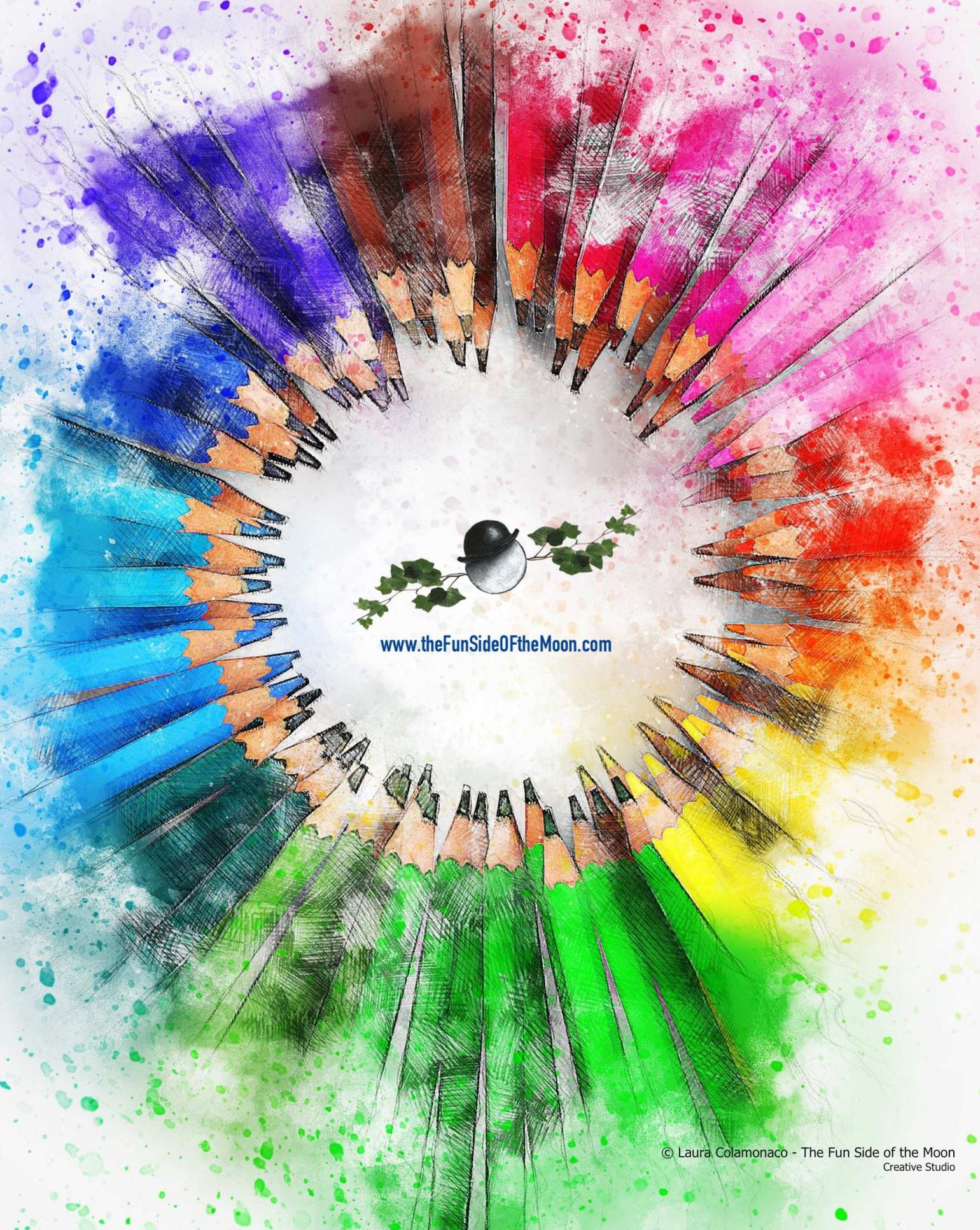


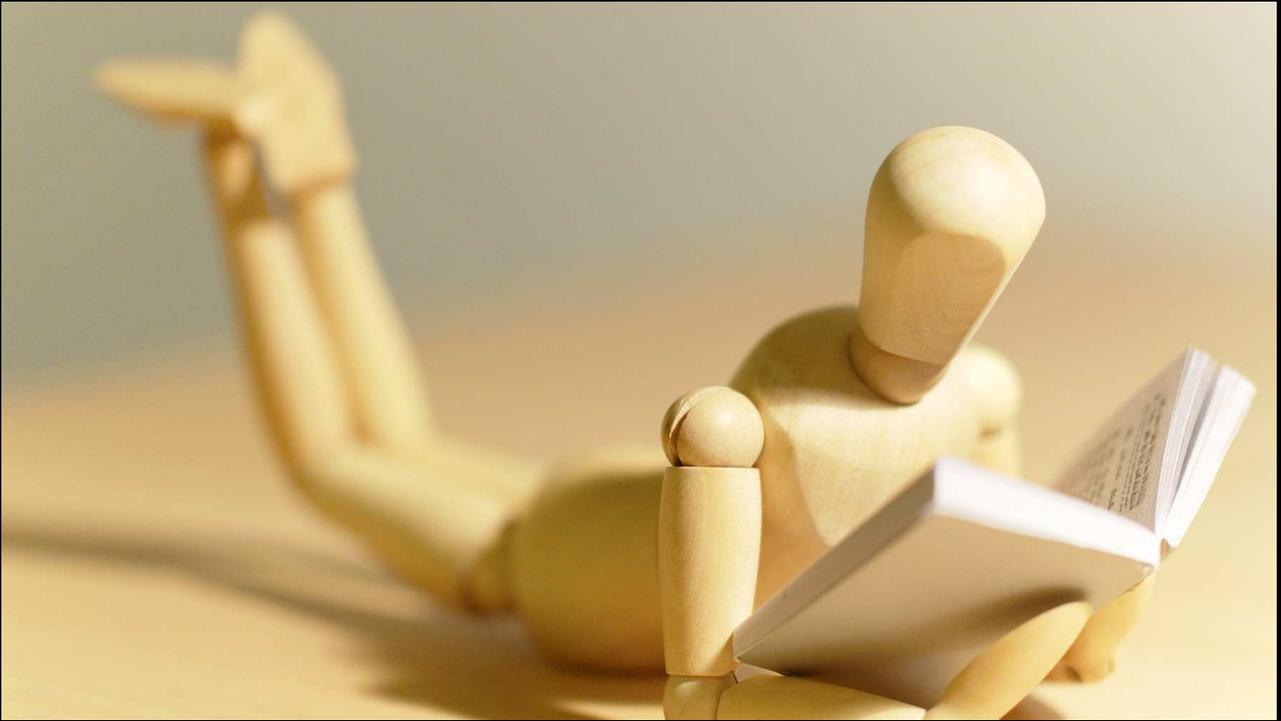


CREATIVABLE

THINKING INSIDE THE BOX



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CREATIVABLE

Thinking INside the box

The value that Creativity adds positive impact on performance and opportunities for innovation. However, there is a large group of people that do not believe in possessing any creative qualities. They consider Creativity a skill relevant only in certain professions or the expression of some particular personalities. In reality, the ability to master the Creative Process is one of the key principles that differentiate Human Beings from the rest of the Animal Kingdom: It is innate in our Nature. Every person expresses Creativity according to their experience and needs, so the big gap that separate *"those who don't feel creative"* from Artists, whom by definition are creative, can be found into their relation with imagination and the time spent into artistic practice. This programme explores the Creative Process and the main barriers stopping the person engaging with the creative flow. It delves into personal imagery that can be spontaneously translated into creative practices following our natural inclination. Creativity helps to develop self-awareness, communication skills, and emotional intelligence. We are all familiar with the motto of *"Thinking outside the box"*, but what does it really mean?

GET READY...

To discover "What's inside the box", considering yourself a "metaphorical box". In this programme we will explore:

The role of imagination in the human experience

The Creative Process's phases

How to get Inspiration and how ideas forms

How to challenge concepts that don't let the idea become reality

How to face personal challenges through Creative activities

Each activity includes reflective exercises aimed at increasing your awareness. Being a reflective practitioner allows you to focus on improving the future. *To make the most of the activities listed in the course use "old style" pencils and paper to connect more intimately with your inner Artist.*



THE SLOT ANALYSIS

The SLOT analysis will help you to have a better understanding of your creative skills and create the mental space to become aware of your creative possibilities. Recognising your emotions and reflecting on your thinking will generate an analysis of your strengths and limitations. Being aware of them allows for better awareness and the identification of areas for improvement and change.

<h1>S</h1> STRENGTHS	<h1>L</h1> LIMITATIONS	<h1>O</h1> OPPORTUNITIES	<h1>T</h1> THREATS
<ol style="list-style-type: none">1) List qualities that make you feel rewarded2) List activities that make you feel satisfied3) Think about what makes you feel motivated to pursue creativity	<ol style="list-style-type: none">1) Think about things that you don't do well2) Think about what stop you to engage more with creative activities3) What makes you feel demotivated?	<ol style="list-style-type: none">1) Think about when you can find time to engage in Creative activities2) Think about where you can find space to engage in Creative activities3) Think about which creative activities do you practice in your daily routine	<ol style="list-style-type: none">1) Think about what stops you to be more creative2) Think about what do you perceive as risk in engaging more into Creative activities3) How would you feel if your work of Art will be "unsuccessful"?

WHY LIMITATION INSTEAD OF WEAKNESS?

Usually the word used as the opposite for strengths is weaknesses, however Philosophers suggest that "*Words are the vessel of meaning*" and based on this principle, it is wise to use alternative words to create the right mindset and open healthy constructive thinking.

The word weakness illustrate something that doesn't have enough energy to survive, in the other hand the word *Limits* is recognised as challenge and can create the right stimulus to become more creative. Creative people known if there is a challenge there is always a solution, with limited resources an entire world can be created, think about how music is constructed with just seven musical notes.

Build a healthy Self-Esteem means be able to build a constructive Self-Narrative that will allow you to be aware of your strengths and limitations, but at the same time will give you the mental space to accept them as part of your reality without creating pre-conceptual images that can obstruct your creative flow.



REFLECTIVE EXERCISE

Once you have completed your list, think about how you can overcome Limitations & Threats and write a strategy that will help you to tackle the challenges.

S STRENGTHS	L LIMITATIONS	O OPPORTUNITIES	T THREATS

My Strategy:

THE IMAGO FUNCTION

The role of imagination in the human experience

Arts are an organic expression of Nature. The word imagination comes from Latin Imago that means Images. The function is extremely active in children's mind, because it helps them to create a possible "map of life" that prepares for future challenges, Mother Nature uses play-time to train cubs towards their future. Also symbolic images are extremely connected with Natural communication. Probably the most evident symbolic communication system can be seen in birds where colours are used during mating rituals, I.e. the male peacock opens its tail to show its magnificence to get the attention of her lady.

Humans also are extremely imaginative, with the ability to connect images with words to create abstract concepts and complex relations. This allows us to engage in environments that are not directly connected with Nature, but that are solely unique to the human experience.

Understanding your imagination can become a central point to understand what your life's desires are and can help you in finding an effortless connection with your intuitive nature for embracing the problem-solver attitude needed to improve your lifestyle or your performances.



REFLECTIVE EXERCISE

The questions below are designed to help you reflect systematically on what creativity is for you. Take 20 minutes to answer them and note down relations.

1. Which form of Art do you like most? Explain why (e.g. *how makes you feel when you engage with it*)

2. Do you consider yourself to be creative? If yes or no, describe why?

3. Leaving aside the classic Artistic professions in the job market, which other profession do you consider to be Creative and why?

IMAGES IS THE LANGUAGE OF THE UNCONSCIOUS

The Jungian model of the Psyche

The central concepts of Jungian analytical psychology is individuation, a lifelong psychological process of differentiation within each individual's conscious and unconscious elements.

Individual' Self develops out of psychological processes from innate elements of personality, that through experiences should be integrated within the Self making the individual a well- functioning whole. Jung considered individuation to be the main task of human development.

“ When you observe the world you see houses, you see the sky, you see tangible objects. But when you observe yourself within, you see MOVING IMAGES. A world of images, generally known as fantasies. Yet these fantasies are facts. It is a fact that a person as such fantasies and this is such a tangible fact for instance that when a person has certain fantasies another person may lose their life or a bridge is built. Everything was a fantasy to begin.”

Carl Gustav Jung



WANT TO KNOW MORE?

Carl Gustav Jung (26 July 1875 – 6 June 1961) was a psychiatrist and psychoanalyst who founded analytical psychology.

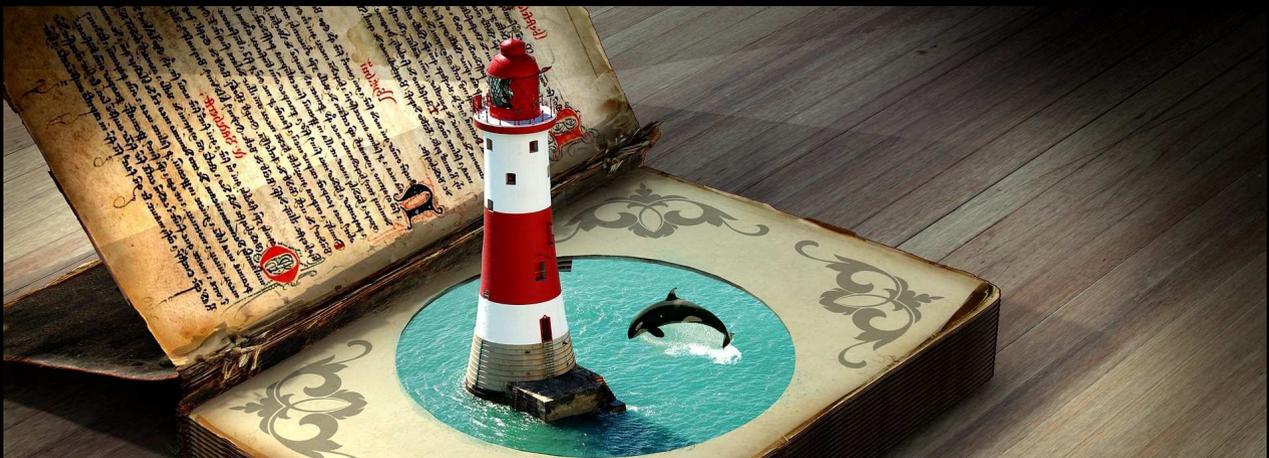
To know more about him and the role of Imagination in his work, we suggest to read his book “THE MAN AND HIS SYMBOLS”.

THE CREATIVE PROCESS

How ideas forms

The Creative Process can be broken into five phases, each of them may be experienced many times and there is no definite order.

1. **Contemplation:** Gathering information and knowledge to stimulate imagination. Observing and learning from others opens the doors to understanding the best way to begin with.
2. **Reflection:** All the information will be analysed and ideas will start forming.
3. **Taking Actions:** Working on the idea and attempting to shape it. It is important to remember that you may repeat this step over and over again during the process, before the final result will come. Every action taken must be evaluated.
4. **Evaluation:** This stage requires good awareness and a critical mind. It is the ability to identify strengths and improvements needed in order to progress towards the final outcome.
5. **Testing the idea:** Take a small group of trusted people and share the idea. Ask for feedback and take constructively every kind of criticism and improve on feedback received.



A FLEXIBLE APPROACH

How ideas form and how to be inspired

The Creative Process is not a set of fixed phases that must be followed in order to achieve results, it is more a guideline to create and develop good observational skills and awareness.

The Creative Process is an effective tool when challenges are faced. Being Creative means having the willingness to take risks, make mistakes and accept them as part of the process. Finding the right motivation allows for a meaningful journey and consequently the person spontaneously become resilient.

Curiosity feeds creativity. Nurturing the mind with diverse variety of knowledge is healthier, same as nurturing the body with a diverse variety of food.



OUTSIDE AND INSIDE THE BOX

Thinking outside the box is a metaphor that means to think differently, from a new perspective. The catchphrase has become popular in business environments, especially used by management consultants and executive coaches.

To think outside the box is to look further without thinking of the obvious solutions, try thinking beyond them. Unfortunately this cliché creates an expectation that leads to forget something fundamental: *Nothing can be created out of nothing.*

Every innovative idea is born in relation to the person who conceived it, the environment and their life and the available contemporary knowledge. Thinking outside the box is an approach that begins from the awareness of what is inside the boxes: yourself, your community and customers.



INSIDE THE ART BOX

Through the Creative Process, Artists become aware of their perceptions in relation to the world around them. When they become established, often it is because they are able to look *inside the box (Self-Reflection)* and create an emotional response that is shared among the collectivity.

Creativity is a process that requires different levels of awareness. It is not enough to have analytical and strategical skills, you will also need to develop a sensibility connected with your 'gut feelings', e.g *inside the box*.

Every time-space reality has its own challenges and creativity flourishes from those who are aware of their strengths, limitations and time perspective and are able to develop a relation of some sort with it.

Every creative process begins with questions. Those who want to embrace the journey should begin from there, because an appropriate question can generate more solutions than the "right" answer.



REFLECTIVE EXERCISE : Can you imagine a tale?

Write a short tale that will help you to observe yourself in creative action, pay attention to your Creative process and the emotions you are experiencing.

Continue to the next page....

The End!

DESCRIBE YOUR CREATIVE PROCESS

Think about what did you do and how you developed the idea for your short tale. Describe each step and what happened (e.g. what inspired you? was it easy? what you tried to achieve?)

1. Contemplation

2. Reflection

3. Taking Actions

4. Evaluation

5. Testing the idea

Once you have completed the above task ask yourself:

A. How did it made you feel this exercise?

B. What can it be improved in your tale and in the way that you practice?

C. What have you learned about yourself? (note positives and negatives)

BIOLOGICAL INPUT AND CREATIVITY

WHAT ARE THE BARRIERS TO CREATIVITY?

The survival instinct programs individuals to tune their behaviour according to their surroundings. During this process, the brain creates and develops mental pathways that become guidelines for future challenges. The more we use neural pathways over the years, the more they become stuck and deeply embedded, moving into deeper portions of the brain *(To know more visit www.bna.org.uk - British Neuroscience Association).*

Children are usually free in their creativity, and nobody really minds if a child's drawings are not representing reality perfectly or if their singing is not perfectly in tune. The story changes when they grow up.

The ability to see "out of the box" includes the ability to challenge pre-shaped concepts and taking the risk to make mistakes, knowing that those mistakes will be an opportunity to reflect and continue the journey.



BREAKING FALSE EXPECTATION

The illusion of perfection is an ambiguous concept that can hold people back and keeps innovative ideas from progressing further. The idea that some things have to be perfectly made creates an illusory expectation that can become a really strong demotivating factor.

Failure is the state or condition of not meeting a desirable or intended objective, it is viewed as the opposite of success. The experience itself can become a barrier for those who do not know how to learn from the experience.

In reality, a mistake can become an opportunity to look at things from different angles where improvements can be made to create something more functional.

Perfect means having all the required or desirable elements. In Nature when something is completed means terminated, but not "perfect". Everything is in continuous evolution.

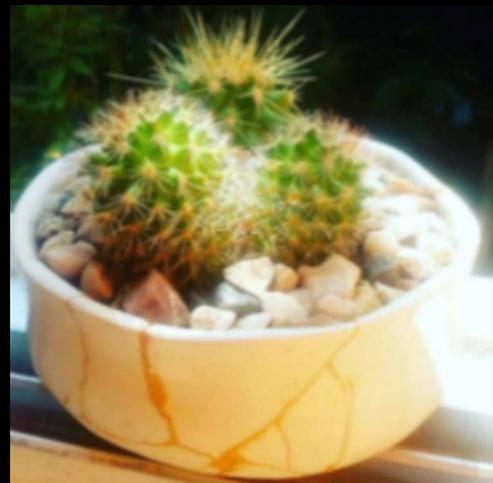
REFLECTIVE EXERCISE :

What is the difference between a MASTER and a PERFECTIONIST?

INSPIRED FROM ART PRACTICE

Kintsugi the Japanese art of repairing broken pottery. This philosophy treats breakage and repair as part of the history of an object, rather than something to disguise it. This form of Art can be a good starting reflective point for those who feel trapped into the perfectionism concept.

Below see examples of Kintsugi practice by Laura Colamonaco



REFLECTIVE EXERCISE: KINTSUGI

1. Create a drawing that represent perfection. Explain what does it means for you and how you feel related to this image.
2. Create a drawing that represent mistakes. Explain what does it means for you and how you feel related to this image.
3. Break in pieces a coloured paper and Re- assemble the sheet creating a new shape. Once the work is complete, write what Kintsugi means for you.

DRAWING : PERFECTION

Perfection means ...

DRAWING : MISTAKES

Mistakes means ...

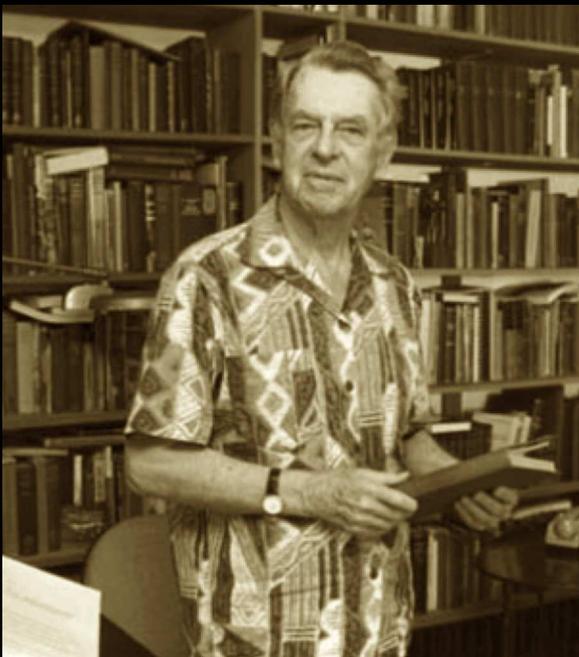
KINTSUGI COLLAGE

Kintsugi means ...

THE MOTIVATION'S NARRATIVE

According to the theory of Narrative Identity, Individuals form an identity by integrating their life experiences into an internalized evolving story that provides a sense of unity and purpose in life. This narrative is an attempt of the psyche to construct safe imaginary territories where the person can grow their own self-image and continue the development as a human being. The need for creating supportive stories probably is one of the most ancient forms artistic technique used for personal development (Carl G. Jung 1875 – 1961).

Humans around the world created Myths and Legends about heroes who embrace the journey to transform their status. All these stories seem to have common patterns that make the audience to "bite into it". Common patterns are linked to our real development and give us the inspiration to create a constructive Self-Narrative that is used as a mirror to learn how heroes deal with life challenges helping us to build motivation to face our own personal growth that comes with any personal transformation.



Joseph John Campbell (March 26, 1904 – October 30, 1987) was an American mythologist who worked in comparative mythology and comparative religion. His work covers many aspects of the human experience. Campbell's *magnum opus* is his book *The Hero with a Thousand Faces* (1949), in which he discusses his theory of the journey of the archetypal hero found in world mythologies.

THE HERO'S JOURNEY

There are several version on how to break down the Hero's Journey, below there are twelve most popular steps. How many of these steps did you use in your short tales?

1. **Status Quo:** The beginning of the story where the author gives a description of the hero before the adventure begins.
2. **Call to Adventure:** A problem or a challenge takes the hero to get out of the comfort zone.
3. **Refusal of the Call:** The hero refuses the adventure because of fear.
4. **Assistance:** Someone gives the hero advice and prepare them to be ready for the journey ahead.
5. **Departure:** The hero leaves the ordinary world for the first time and crosses the threshold into adventure.
6. **Trial:** During this time, the hero endures tests of strength of will, meets friends, and comes face to face with their enemies.
7. **Approach:** Sometimes causing a change of the plan and the hero has to try a new approach.
8. **Crisis:** The hero experiences a major obstacle, such as a life or death crisis.
9. **Reward:** After surviving death, the hero accomplishes their goal.
10. **The Road Back:** The hero begins the journey back home.
11. **Resolution:** The hero faces a final test where they must use everything learned.
12. **Return:** The hero is back to the ordinary world. They are transformed, grown-up and ready to share the new knowledge or power to help others.

MOTIVATION THEORY

It is well known that to keep performance in a good state people must enjoy and feel engaged with the activities. The question is when do people feel motivated?

Motivation is one of the biggest topic within HR departments and companies invest a good amount of money to keep employees motivated and happy. Maslow's hierarchy of needs is one of the most popular theory in HR practice.

Proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in Psychological Review, stated that certain needs are fundamental and drive the human organism. Motivation could occur at any time in the human mind when their needs are met.

MASLOW'S THEORY

Maslow proposed that motivation is the result of a person's attempt at fulfilling five basic needs:

1. Biological and physiological - All the needs related to the body functions;
2. Safety - To have a sense of stability and feel free from fear;
3. Need to belong - Feel included and accepted from others;
4. Esteem needs - Classified into two categories there is Self-Esteem to have dignity, feeling rewarded and become independent and the desire to be respected and have a good reputation;
5. Self-actualisation needs - Realising personal potential, seeking personal growth.

Every Human Being feels the drive to become everything is capable of becoming. Self-actualisation is at the top of Maslow's hierarchy of needs and is considered a part of the humanistic approach to personality. Motivation is about finding the right narrative that helps the person to feel on the path for Self-Actualisation.

AH-HA!
SELF-ACTUALIZATION

ESTEEM NEEDS #1

Belongingness
& Love Needs GO TEAM!

SAFETY NEEDS STABILITY...

BIOLOGICAL & PSYCHOLOGICAL NEEDS

HOW TO GET OUT OF THE COMFORT ZONE

When we set a goal that requires a radical change, it is important to keep the initial tasks light in order to avoid a strong unconscious reaction that creates barriers. Our basic organism responds to a simple system well known as the fight-or-flight response, a physiological reaction that occurs in response to a perceived harmful event.

The sympathetic system prepares the body for intense physical activity and it is complementary to the parasympathetic nervous system which stimulates the body to relax. The autonomic nervous system's functions regulate the body's unconscious actions. If we engage in something that is perceived as painful, our brain sends a signal to the sympathetic system that reacts in order to keep the organism safe. Stress is the body's method of reacting to a challenge.

For example, in January every year, a lot of people join the gym with the intention of getting fit. By spring a large number of memberships are cancelled. For a lot of those people going to the gym is not something they naturally will do. Beginning a commitment with extremely intense work, it is translated from the body as a painful experience and it will do whatever it takes to keep you far from it.

However, if the physical activity is slowly integrated with small amounts every day, the body will naturally discover the joy of movement and starts craving for it.

A change represents one of the most challenging experiences from a human perspective because it means going into the unknown.

For the body, this undermines a sense of safety. However, if the motivation is in line with our sense of Self-Actualisation and we are able to take the change little by little, the journey of change can become a self-rewarding process.



Kaizen is an approach to creating continuous improvement based on the idea that small, ongoing positive changes can reap major improvements. The objective of Kaizen is to improve performances to eliminate unnecessary struggle and helps to be more in contact with your natural inclination. Kaizen is a journey and not a destination.

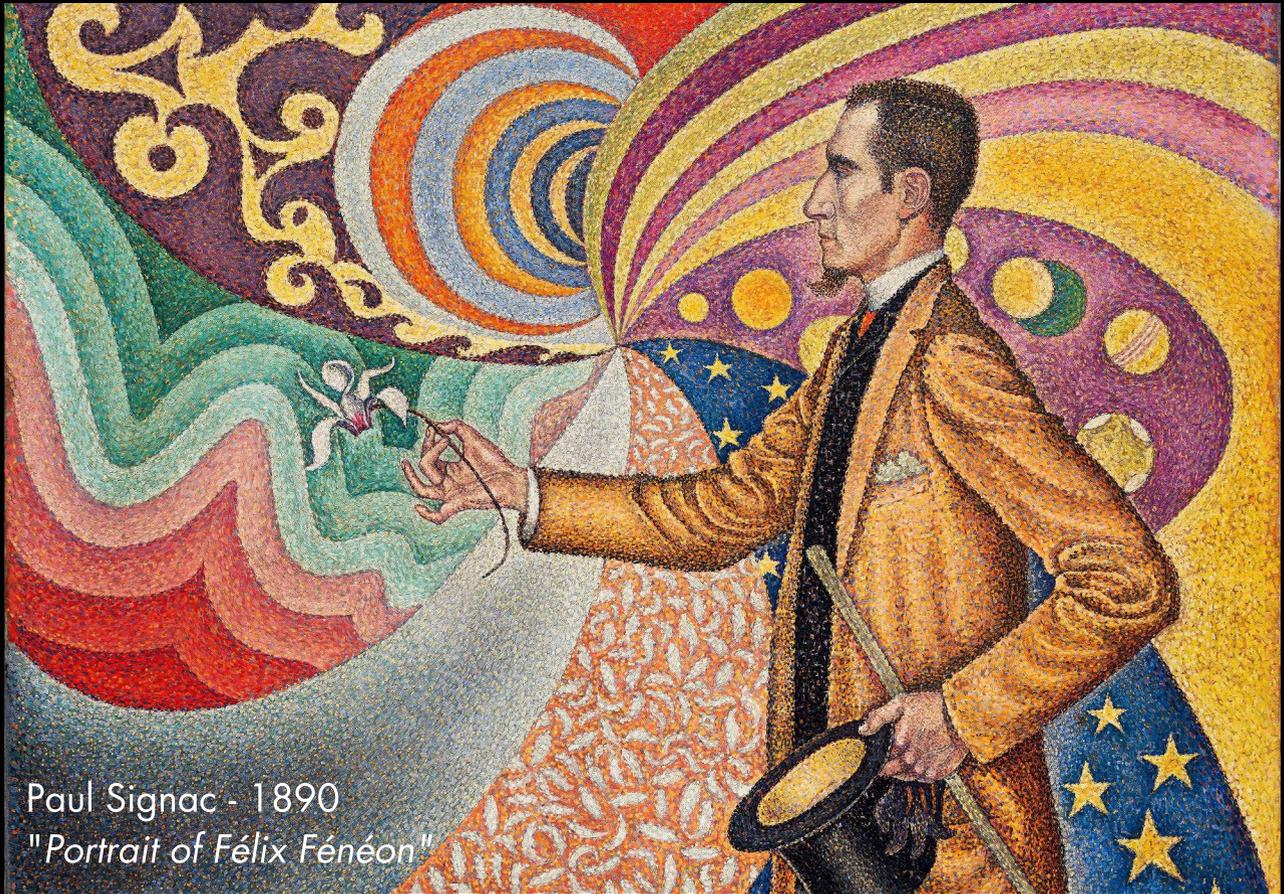
ACTION PLAN

Create an action plan using the Kaizen philosophy that will help you to get out of your comfort zone. Remember: Kaizen means also little by little every day.

Present condition - What would you like to change?

Desired state - What would like to achieve?

How to reach that state - What are the habits that you need to change in order to reach your objective?



Paul Signac - 1890
"Portrait of Félix Fénéon"

EXERCISE YOUR PATIENCE: Pointillism

Activities that require high attention for details helps to develop focus, but most important help to practice the art of being patient. Once you start practicing something that requires a certain level of attention, you also learn to keep calm and your mindset can change. Patience is key when you are trying to get out of your comfort zone and exercise day by day this virtue help to build a constructive stress-free self-narrative.

Pointillism is a technique of painting in which small, distinct dots of colour are applied in patterns to form an image. Georges Seurat and Paul Signac developed the technique in 1886, branching from Impressionism.

REMEMBER: Do it little by little!

This exercise will help you to become more patience in life!



THE IMPORTANCE OF LISTENING

Listening is key to all effective communication.

Without the ability to listen effectively, messages are easily misunderstood. Listening means to paying attention, means be able to stay silent and absorb the information as they are without projecting personal inside that can influence the message received. It is very difficult to be objective when a piece of information come to us because we all interpret the world based on our personal experience, however it is possible to learn how to keep the distance from our judgemental voice if we pay attention of the reality as it comes.

Meditation is the art of listening within. The etymology of the word Meditation comes from the Latin *Meditari* that means to reflect, thinking through, to study.

Practice daily Meditation will help you to listen at your thoughts, your emotions and your reality with a clear mind. Meditation practice helps the practitioner to tune their perception harmoniously, connecting body and mind while learning to absorb information constructively.

MEDITATION EXERCISE: Body Mapping

Sit comfortably to take a moment in silence and listen to your body. Once you complete the meditation make a drawing of your body to describe the experience. Write down what do you notice and what did you learn from this experiment.

Through reflective exercises, the programme aims at increasing awareness and helps to understand how to use Creativity in everyday life. Learn to be a reflective practitioner and develop self-awareness, communication skills, and emotional intelligence through Creative Activities.

We are all familiar with the motto of "*Thinking outside the box*", but what does it really mean?



The Fun Side Of the Moon

Creative Studio