

“Start where you are. Use what you have. Do what you can” ~ Arthur Ashe

5 Tools to Unlock Your Creativity

1) Slow Down...Analyze your current business: Take time often to review business, look at numbers, evaluate relationships, consider actions. This helps to gain clarity on what is actually happening and where to spend time

Review your most valued quantitative results, these could be sales, or other results that suit your business : Where are you now compared to last year? What is growing? What is waning? What is happening with your customers, are they hiring, laying off, furloughing, etc. Evaluate, who are your top 5 customers now? Is it different than who it has traditionally been, if so, why? Based on what you notice how should your priorities change? What new opportunities, trends do you notice? Are any of the trends alarming?

2) Take time to reflect and “Feel the Feels” Reflect and by simply allowing ourselves to feel what we feel, we can heal vs. continually trying to just accept things or push away negative feelings. Tend to yourself and let go.

Gain clarity and possibilities will appear. Consider reflecting on the following: As a result of COVID what has been lost or taken away as to how you do business? What has been gained?

3) Start thinking in terms of What you CAN do. Consider your people: Everyone has customers that are easy to work with and easily work with us and then, there are those that present challenges. Who are your allies-those that are easy to work with? Who are non-allies? i.e. time and energy suckers. What other relationships within the same accounts could potentially be more productive?

4) Make a plan and be willing to ditch it This is a time to practice detachment. Take time, make a plan, who you will contact, what activities you will attempt, etc. yet be willing to abandon the plan. Creativity is a butterfly that goes flower to flower to find the nectar. Be the butterfly, be willing to abandon a plan to try something else.

“Free your mind... and the rest will follow....” En Vogue. Try One of These Creativity Freeing and Energy Gaining Techniques:

5) Mind Map, Collage, Doodle, Take a drive and sing your favorite song as loudly as you wish, Take a break and do nothing, Go to a forest and bask in the trees... also called “Forest Bathing”, Set the timer and Take a 20 minute refresher nap

BEELINE COACHING

Clarity | Focus | Strategy



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