

process this way: the person who works with their hands is the labourer; the person who works with their hands and their head is a craftsperson; the person who works with their hands, their head, and their heart is an artist. Labour in 'creation' is showing up and doing the Work - the creating is How you go about doing it.

“Doing the work” involves action. The “How” involves how you go about doing it meaning that our daily routines don’t have to be boring, mundane and uneventful. What can you do to add zest to your daily life - take a dance lesson, try a new fruit jam, take a different route home from work.

Creativity is born in movement, be it physical, intellectual, emotional or spiritual or any combination thereof. **“Living is not the same as “making a life.”** Think about the meaning attached to everything involved in the process of obtaining any sort of goal. **The *process* of obtaining goals is creative because: It involves “EXPRESSIVE ACTIVITIES”** such as inventing, designing, contriving, building, making, composing and planning. Aren’t these things we *have* to engage in to make any change? It involves novel, varied, and complex stimulation. It involves problem-solving. It involves creating different ways of communicating. It involves figuring out and creating ideas, values and beliefs.

Lets' take a look at some reasons why we must cultivate creativity

REASON ONE: In order to be creative, you need to be able to view things in new ways or from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives. This is exactly what we do when we set goals for ourselves and challenges ourselves.

REASON TWO: Training yourself to create art (making any change, ideas, problem-solving, goal setting, challenging yourself... etc) regularly contributes significantly to making an idea work by exploring, expanding, building, or sharing it. Motivating yourself with fun clears away barriers and allows your experience, knowledge, and skills to foster new, inventive ways of thinking.

REASON THREE: The creative process takes time. However, it can be structured and directed. You can finish your creative projects (goals) on or before your deadline. Motivating yourself with fun rather than fear pays big dividends in myriad ways. Making this choice accelerates your ability to communicate, rests your brain, lowers your stress, increases your tolerance for pain, among other things. One incredibly important and impactful side effect of getting Creative - using fun to motivate yourself! Creativity is an ability *highly sought by businesses and employees alike*. Trumpeted in every mission statement and praised by every CEO for good reason - we know that creativity brings breakthroughs. Since the ability to create breakthroughs is both *a highly sought after and also a highly marketable skill*, it gets a lot of deserved attention.

REASON FOUR: Creativity stretches your comfort zone. This strengthens our self-esteem.

REASON FIVE: Creativity is fun! It helps you to learn to love looking at numerous possibilities. It's wonderful to be able to freely interpret and produce something and create something - namely your authentic self.

