

Are your old thought patterns  
no longer creating new value?

Are your ideas coming too  
slow to grow your business?

well then...



# CREATE YOUR CREATIVITY WORKSHOPS

There is No Better Investment You  
Can Make Today than Strengthening  
Your Creative Skills.  
- LinkedIn

CYC participants have all  
“unstuck” their focus projects  
and more than doubled their  
mean creativity scores

“Amazing results. A great workshop!”  
“It’s going to be big! Get on board now!”  
“Incredibly powerful and profound.”

*Comments from CYC Participants*

A unique step-by-step method to  
rebuild your Creativity from ground  
up. The product of years of  
development and testing. You will take  
action on a project you thought was  
lost, and learn techniques you'll keep  
using to **CREATE YOUR CREATIVITY**  
going forward.

**LEARN MORE @**  
[now.createyourcreativity.tv](http://now.createyourcreativity.tv)  
[innovation@createyourcreativity.tv](mailto:innovation@createyourcreativity.tv)

# CREATIVITY BENEFITS



## SUCCESS

The World Economic Forum has stated that Problem Solving, Critical Thinking, and Creativity - three main components of Creative Thought - are the top 3 skills required for business success today.



## GROWTH

According to Strategy One, 85% of CEOs agree that Creativity is the key to driving economic growth. And *Cleverism* adds: "Creativity is the must-have skill for entrepreneurs." Creativity is a critical core need for both big and small business.



## PROFITABILITY

A study published in *RAND Journal of Economics* shows that sales of innovative companies are 6 times higher than average. *Strategy Management Journal* projects profits of an innovative company at up to 80% higher than a non-innovative one.



## HEALTH

Regular creative thought lengthens life, increases happiness, boosts the immune system, and nearly halves the chance of mental disorders later in life, according to numerous scientific journals.



## FUN AND SIMPLICITY

Expanding your Creative Thinking through Create Your Creativity is fun and uncomplicated. It's not a bunch of scattered facts and activities. It's an innovative system you can remember easily. Sorry - you don't get lunch. You get your life back. You get a free, joyous mind. You get the power to create. In your own style and voice.

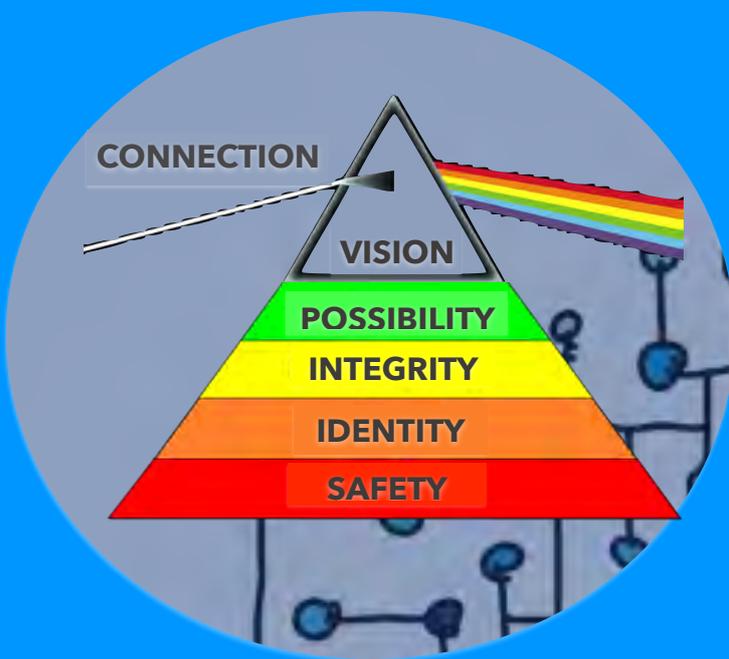
## MEET: MICHAEL LEE

### CREATE YOUR CREATIVITY CREATOR and MAIN TRAINER

Michael is an internationally-accredited Creativity Coach, Life Coach, Executive Coach, and NLP Practitioner and a long-time educator. He has decades of experience in the film industry in Africa, Europe, and the US. His reality music show *Jam Sandwich* is the winner of 4 South African film and TV awards (SAFTAs). He is co-founder of Joburg's Academy of Television, where he currently serves as head of Screenwriting & Storytelling. He is currently producing and writing adaptations of three South African novels for the screen.



## CREATE YOUR CREATIVITY



96% of us have lost the levels of Creativity we had when we were 5 years old, due to ignoring and suppressing our Subconscious. Luckily, we are all born equally Creative, and we can regain our Creativity by unlearning the habits that have blocked it.

CREATE YOUR CREATIVITY is the product of studying the work of dozens of international creativity experts, packaged into a simple, sensible model backed by real-world testing, delivered in 8 x 2 hour modules.

### 0. Intro to Creativity Unwrapping the Gift

Who, What, and Where is Creativity. Why Creativity matters. Creativity in the 4IR. The ACTUAL Creative Process. Problem-solving and Critical Thinking. Creative Recovery. Thinking INTO the Box.

### 1. Safety Checking the Tires

Creating a Safe Space, Time, Mind and Social Environment to unleash the Subconscious. Relearning the correct relationship between the parts of your mind. Creating a project Mission Statement.

### 2. Identity Taking the Wheel

Transforming your Identity to bring Creativity to all parts of your life. Generating ideas from who you declare you are. Letting go of past damage to unleash new thoughts. Creating a project Identity Statement.

### 3. Integrity Tuning the Engine

What is Integrity really? Why does it matter? Integrity as the basis for explosive Creativity. The value of planning, predicting, and reward. Celebration as a form of Integrity. Creating a project Values Statement.

### 4. Possibility Opening the Throttle

Techniques and tips for opening the Creative mind. How to inspire a flood of new and better ideas. Suspending judgment and silencing the inner critic. Being truly present. Divergence and lateral thinking tricks.

### 5. Vision Setting the GPS

Placing your unique stamp on the being-created future gives you clarity on who you need to be now. Vision as idea generator. Convergence Thinking. Being Creatively decisive. Creating a project Vision Statement.

### 6. Connection Hitting the Highway

Connecting your project to the world. Building a Creative support network. Making money and impact from your mind. Innovation as a lifestyle. The value of combining ideas. The Originality Lie. Creating a project Brand Statement.

### ∞ Onward The Future is Now

How to use what you've learned to continue growing your Creative skills every day and preserve your new Creative health. How to take your focus project all your new projects forward successfully, every time.

#### WHO IS THIS WORKSHOP FOR?

Ideal for medium-size businesses and corporate teams looking for profitable new directions. Individuals of all walks of life have benefited, from students to CEOs.

## HOW LONG DOES THE WORKSHOP TAKE?

For individuals: 8 sessions. Once per week. 2 hours per session. So, 8 weeks. For companies and teams each session needs 3 hours to allow for work on the specific issues facing the team. We can work with you to structure a schedule that suits you - we have for instance done this workshop in a 3 full day format for companies, spread over 2 months.

## WHY CAN'T WE DO IT IN A WEEKEND?

To create profound and impactful transformation, you have to practice the skills and work on your focus project OVER TIME. The time between workshops is as important to your creative growth as the time spent in the workshop. If we did two full days back-to-back, you would only have the chance to work on the techniques afterward. When we figure out how to cause the same results without the in-between time to work on your project and yourself, we will let you know.

## WOULDN'T IT BE EASIER TO DO IT ON VIDEO?

This is transformation, not information. We measure our success in the actual impact on you. We have found that the results are by far more impactful with direct coaching and the sharing of group experiences. Many people have gotten more from watching another participant's breakthrough than their own. And if you can't make a session, don't worry - the online sessions are all recorded and uploaded immediately.

## CAN YOU TAILOR CYC TO MY COMPANY?

Absolutely. We can also create other bespoke creativity training. We have delivered for example a one-day training in overcoming Writer's Block for the Writers Guild of South Africa, and a three hour training for student members of AIESEC.

## WHY SHOULD I DO A CREATIVITY WORKSHOP INSTEAD OF ONE FOCUSING ON SPECIFIC THINGS I NEED IN MY JOB ?

The content of this workshop is unique, based on years of research. It trains you to think better, faster, and easier, and allow you to continue developing this skill forever after. This skill will apply in every aspect of your life.

## ARE YOU REALLY OFFERING A MONEY-BACK GUARANTEE?

100%. We have not had an unhappy customer in our face to face workshops so far. If you attend all the sessions, and give the homework your best, and are unhappy, we will be more surprised than you. But if you have done all that, and still didn't get results you love, we will keep our promise.

# CREATIVITY TIPS

## #1: DON'T TRY TO THINK "OUT OF THE BOX"

Humans think in boxes. So many boxes. It's how we know what to do and who we are. Without our boxes we would have long ago been eaten by a bear in ancient times, or run flat by a car now. Thinking "out of the box" is not a skill we understand, and leaves us nowhere to go. Instead, try thinking "INTO THE BOX" - try out new things in your old boxes, make bigger boxes, eventually even learn to build new boxes. By thinking this way you'll have a practical method you are already good at, for causing new ideas and not just waiting around for them.

## #2: CREATE A SAFE SPACE AND TIME

You will be amazed the easy progress you'll make if you work on your Creative projects at the same time and in the same place for a few days in a row. You already use your body clock to help you fall asleep and wake up. Now use it for your mind. You know that kids love routine. So does your Subconscious. If you can't be in the same place, put the same object in every spot you travel to, to simulate it. Safe also means a place and time where you will not be interrupted by children, pets, partners, bosses, customers, delivery people etc. This is your time.

## #3: PRACTICE FREE WRITING

The best way to let your Subconscious express itself after years of suppression is through Free Writing. Take a pen and paper and get going. Just write for three full pages, about 1000 words. Do not think. Do not stop. It does not matter what you write. You just go until you're done. Do not read what you wrote either, or show it to anyone. At first it's best to throw out the pages as soon as you finish. This is not about crafting ideas, but about blowing out the gunk. Do this for a few days and you'll feel looser and happier.

## #4: TAKE SOME DOWN TIME

You know how it seems you sometimes get your best ideas in the shower? Well you might. We must focus to research and analyze and think about a problem. But to get innovative solutions it's usually best to stop thinking entirely and let the ideas INCUBATE. This is why many great Creative thinkers often take long walks. Einstein played the violin between work sessions. Overthinking is bad for Creativity, as is the time pressure of deadlines. It's best to build stretches of nothing-doing into your work plan. After you gather ideas, it's not a bad thing to take a little time off again to keep from judging them too quickly Remember - we love to think in boxes.

# AVAILABLE ONLINE WORKSHOPS 2019

## WHICH ONE WORKS FOR YOU?



### JULY/AUGUST

Mondays OR Thursdays

July 8 - Aug 26 OR July 11 - Aug 29  
13.00 - 15.00 EST / 19.00 - 21.00 SAST



### AUGUST/SEPTEMBER

Sundays OR Tuesdays

Aug 4 - Sept 22 OR Aug 6 - Oct 1 (not on Heritage Day)  
13.00 - 15.00 EST / 19.00 - 21.00 SAST



### SEPTEMBER/OCTOBER

Mondays OR Thursdays

Sept 2 - Oct 21 OR Sept 5 - Oct 24  
13.00 - 15.00 EST / 19.00 - 21.00 SAST



### OCTOBER/NOVEMBER

Sundays OR Tuesdays

Oct 6 - Nov 24 OR Oct 8 - Nov 26  
13.00 - 15.00 EST / 19.00 - 21.00 SAST



Contact us for face to face and  
for private company/teams

## AMAZING VALUE

16 Hours of CYC Workshop  
CYC Manual 2d edition  
All your Workshop Recordings  
Pre and Post Creativity Evaluation  
1 Private Coaching Session  
Weekly email coaching  
3 Year Membership to CYC Site

~~Total Value: \$1166/R15858~~

YOUR Price: \$250/R3400

**SPECIAL until JULY 1: \$180/R2500**

