



# how to think like an artist

week 2

# Rate Yourself

On a scale of 0-10, how present  
are you right now?

0-1-2-3-4-5-6-7-8-9-10

0 = completely checked out, not present

3 = mostly not present, many thoughts  
about the past or the future

5 = neutral, half here, half distracted

7 = mostly present, some thoughts about  
the past, future or distracted by thoughts

10 = completely present



# Modern Creative Woman Timeline

**MINDSET**  
RELATIONSHIP  
TO YOUR  
THOUGHTS

WEEK  
**01**

**PRESENCE**  
PRESENT  
MOMENT  
AWARENESS

WEEK  
**02**

WEEK  
**03**

**PURPOSE**  
YOUR  
UNIQUE  
VALUES

you have creative ideas every day...what thoughts stop you from taking internal or external action?

# Reactions to Creative ideas



although a sign of creativity;  
mixed reviews are seen in a  
negative light.

-brian maffly

# New Ideas

- Why is social change so slow?
- Why are many of us slow to use new tech?
- Why is it difficult to change, even when we want to?



## Creative Ideas are met with Suspicion

- One reason is a lack of “reference point.”
- A new social vision is created and then very challenging to implement because we are unable to picture it, see the benefit, or understand what to do.



**Creativity research has been focused on how we generate creative ideas.**



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However, we are very creative...perhaps implementation of our ideas is the bigger challenge.



# No ideas?

“From my perspective, lack of ideas often isn’t the right problem to solve.”

(Johnson, 2024)

Nature Human Behavior



# Creative Ideas

- There are endless ideas in business, technology, social equality, and education.
- The difficulty is convincing people to support and approve new ideas.



# Where Creative Ideas go to Die



# Business

- Bottleneck in business: middle manager who rejects new ideas.
- What happens? An idea is presented, but it doesn't get past the middle manager.
- Why? too busy, can't see it, seems risky, etc.



# Shark Tank Study

- 1,088 pitches in 12 seasons of Shark Tank.
- Rated pitches on a seven-point novelty scale.
- Rated the value of the 250 most novel pitches and the 250 least novel pitches.
- Most novel pitches saw wider ranges of evaluations.

(Johnson, 2024)

Nature Human Behavior



# Shark Tank Study

- What does it mean that there was so much disagreement on the more novel ideas?
- Consistency is possible with an established idea (eg. better mouse trap).



# Shark Tank Conclusions

- People interpret disagreement as risk.
- As the level of newness increases, so does disagreement about if the idea is a good one.
- “Newness makes creative ideas seem less valuable” (Johnson, 2024).
- Use relevant reference points.  
We will do this later today!





# Military

- Novel ideas are necessary to protect soldiers in unusual/new situations and in combat.
- Leaders need to be convinced to try a new idea, even one that has been tested and works.



# Military Example

- Five weeks to generate a new idea.
- Five months to refine.
- Five years to persuade others to implement it.



# Self

- Self doubt given ultimate authority.
- Fear of judgement.
- No point of reference for the new idea.
- Our “inner middle manager” rejects the idea.

## How we Limit our Creativity

- Over schedule.
- Over indulging our inner critic.
- Only exploring negative perspectives or details.
- Limiting our information, friends, interactions, outings, etc.
- Only considering our socialized responses.





How have you rejected novel  
ideas in the past?

Raise your Zoom hand or put your answer in the chat.

# Mindful Moment



# Seeing New

- Find an object.
- Look as if you had never come across such a thing before.
- Look and SEE.



# Add all your Senses

- **OBJECT TOUCH** How does the object feel?
- **YOUR FEELING** How your fingers respond to it?
- **SMELL** What does it smell like?
- **HEAR** Any sound it makes/you can make with it?
- **TASTE** How does it taste?
- **SEE** How does the object look up close?

# Mindset of Creativity



# Mindset

How you relate  
to your thoughts.





# Mindset

- Perhaps in the past you questioned what you were taught and you were ridiculed, shamed, judged or attacked.
- Why? Novel ideas are perceived as dangerous.
- Eg: a threat to parent or teacher power, tradition, customs, social norms, etc.



# Why New can be Difficult Today

- Reminder/push our buttons.
- Trigger.
- Fear of isolation/rejection.
- Self judgment/fear of judgment from others.
- Fear of the unknown.
- In the beginning, new is seen as less valuable.



# Fear of the New

- Nothing has gone wrong if you are judging the new.
- In fact, it is going according to plan (according to our brain and society).
- Mindset teaches to relate to this differently (not try to control, avoid or escape our thoughts and feelings).



**What can we do when  
we want to invite  
creativity and try new  
things?**





## **To Foster Creativity**

- Avoid scheduling over 75% of your time.
- Seek variety.
- Stimulating environments.
- Find balanced mental perspectives.
- Solitude and silence.
- Let your playful spirit have her time.

*But you  
need some  
new  
tools...*



A top-down view of various art supplies including watercolor palettes, brushes, and paint containers on a dark, textured surface. The supplies are arranged in a somewhat chaotic but organized manner. On the left, there is a large white watercolor palette with many colors. In the center, there is a clear plastic palette with thick, colorful paint strokes. To the right, there is another white watercolor palette with fewer colors. Several brushes are scattered around, and there are several small containers of paint in various colors. The background is a dark, textured surface, possibly a chalkboard or a piece of dark paper.

Creative thinkers have ways  
of evaluating the new ideas.



**Your New Idea...  
Yields internal and  
external ambivalence &  
disagreement.**



**Your New Idea...  
Yields internal and  
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- Mixed feelings.



**Your New Idea...  
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- Mixed feelings.
- Fears.



**Your New Idea...  
Yields internal and  
external ambivalence &  
disagreement.**

- Mixed feelings.
- Fears.
- Negative feedback from others.



**Your New Idea...  
Yields internal and  
external ambivalence &  
disagreement.**

- Mixed feelings.
- Fears.
- Negative feedback from others.
- Mind focused on negative.



**Instead of giving up or  
making negative  
conclusions when we see  
disagreement...**



**Instead of giving up or making negative conclusions when we see disagreement...**

- Recognizing this might be creativity.



**Instead of giving up or making negative conclusions when we see disagreement...**

- Recognizing this might be creativity.
- Prioritize thoughts & feedback that uses the most relevant reference points.

# Creating Reference Points for Your Ideas





**Idea**

**Family  
Feedback**



**Idea**

**Family  
Feedback**

**Friends  
Feedback**



**Idea**

**Family  
Feedback**

**Friends  
Feedback**

**Social Media  
Comparison**



**Idea**

**Family  
Feedback**

**Friends  
Feedback**

**Social Media  
Comparison**

**Fear**



**Idea**

**Family  
Feedback**

**Friends  
Feedback**

**Social Media  
Comparison**

**Fear**



**Idea**

**Coach/Class  
Feedback**

**Family  
Feedback**

**Friends  
Feedback**

**Social Media  
Comparison**

**Fear**



**Idea**

**Coach/Class  
Feedback**

**Creative  
Thinking**

**Family  
Feedback**

**Friends  
Feedback**

**Social Media  
Comparison**

**Fear**



**Idea**

**Coach/Class  
Feedback**

**Creative  
Thinking**

**Market  
Research**

**Family  
Feedback**

**Friends  
Feedback**

**Social Media  
Comparison**

**Fear**



**Idea**

**Coach/Class  
Feedback**

**Creative  
Thinking**

**Market  
Research**

**Intuition**



# Ways to be Open to New

- Research shows we need clear tools for evaluation of new ideas.
- What is your “why” and your goal?
- Will the new ideas help you get there?
- What do you hope to accomplish?

# Evaluation

- Depending on the goal, different sources of information can be deemed more or less important.



# Evaluation

- Want to have fun? Ask your friends or someone who seems to be having the kind of fun you want to have.
- Want to have fun making art? Ask an artist, art teacher, art therapist.
- Avoid asking someone who dislikes art.



# Evaluation

- Want to start a business?
- Ask a business teacher, coach, or person running their own business.
- Avoid asking someone who believes working a safe, stable job for the government is the only “good” way to make a living.





**Business Idea**

**10 Family  
Feedback**

**9 Friends  
Feedback**

**10 Social Media  
Comparison**

**10 Fear**



# Poor Ranking

**3 Coach/Class  
Feedback**

**3 Creative  
Thinking**

**5 Market  
Research**

**1 Intuition**

**3 Family  
Feedback**

**3 Friends  
Feedback**

**2 Social Media  
Comparison**

**2 Fear**

**8 Coach/Class  
Feedback**

**10 Creative  
Thinking**

**6 Market  
Research**

**10 Intuition**

**Useful Ranking**



# Ranking Your Idea



# Ranking Your Idea

- Write an idea you have, are considering or are already implementing.
- Example: work, relationship, a holiday you want to take, a move, a change, etc.





**Your Idea**

1.

2.

3.

4.



5.

6.

7.

8.

# 8 Influences

family, friends, coach, social media, fear, intuition, past experience, dreams for the future, teacher, community, social norms, religion, professional organization, government, etc.

1.

2.

3.

4.



5.

6.

7.

8.

# Rank your Influences

Rank each one 0-10 on how important you will consider the influence.



*What did you notice? Any insights about your idea or how you think? Raise your Zoom hand or put your answer in the chat.*



# Affirmations

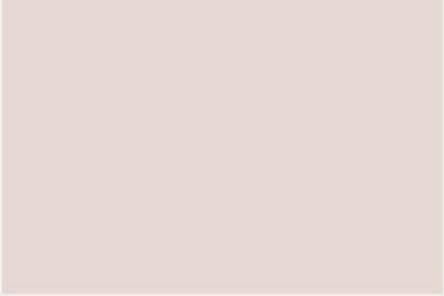


**I am a Modern  
Creative  
woman who...  
knows how to  
evaluate  
feedback.**



# Your Reflections for the Week





# Your Inspired Action

20 minutes a day will give you more than enough time to complete tasks this week.

1

**Creative  
Brainstorm**

2

**Universal  
Expressions**

3

**Positive  
Expressions**

4

**Week in  
Reflection**



# Creative Brainstorm

- Answer a series of rapid fire questions.
- Designed to stimulate your creativity by making your brain change direction (“set shift”).
- Example: Name 5 streets in your neighborhood.



# Universal Expressions

- Paul Ekman found 7 universal feelings that we show in our face.
- Anger, surprise, disgust, fear, sadness, contempt, and enjoyment.
- Use lines and color and facial expression to show each feeling.
- This will strengthen your ability to understand and master your emotions.

# Positive Expressions

- Cultivating feelings of gratitude and happiness benefit our brains tremendously.
- A positive mood helps us generate even more positive emotions. We benefit from being able to change our emotions.
- Repeat the same exercise as before (Lines, color and facial expression) to cultivate positive emotions.





# Written Reflection

- Reflect on how you have used your mindset to focus on creativity.
- Does it excite you or pique your curiosity? Perhaps it brings up fears and anxiety?
- Reflect on your mindset - what is your reaction to thinking like an artist thus far?
- Avoid self judgments or criticism.



**BREATH IT ALL IN.  
LOVE IT ALL OUT.**



On a scale of 0 -10, how present are you  
right now?

What are your "before" and "after" scores?

Put both numbers in the chat.

# What To Do Next



## **Review**

Review your orientation manual & workbook.



## **Make the commitment**

Schedule 20 minutes a day & put in your planner.



## **Exercises**

Read and complete the exercises for the week.



# Ready for More?

Friday at noon PST on IG live  
@dramybackos

Book your VIP Creativity day or weekend

Podcast

Paris Trip - June 3-7

The Modern Creative Woman



What will you remember about  
today's class?

Put your answer in the chat  
or raise your Zoom hand.



Thank  
you!