

A photograph of a paint tube, likely purple, lying on its side. The tube is open at one end, showing a dark interior. It is covered in various colors of paint, suggesting it has been used. In the background, another paint tube, possibly blue, is visible but out of focus. A piece of torn, light-colored paper is placed above the paint tube. The entire image is framed by a white border.

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.**



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

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.



A cardboard rocket ship is positioned in the upper left, pointing towards the top right. It is made of brown cardboard with white outlines for a window and fins. Below the rocket, in the lower left, is a pile of several crumpled white paper balls. The entire scene is set against a solid blue background.

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 watercolor painting supplies arranged on a dark blue, heavily textured surface. On the left, there is a white watercolor palette with multiple wells of color, some of which are filled. Next to it are two small, round, teal-colored paint containers. In the center, a clear plastic palette is covered with thick, blended strokes of blue, purple, and pink paint. A green-handled brush lies across this palette. To the right of the central palette is another white watercolor palette with several wells of color, including red, orange, yellow, and blue. Below this palette are two brushes: one with a green handle and another with a red handle. In the bottom left corner, there is a blue container and a green container. In the bottom right corner, there is a pink container with several brushes inside. The overall scene is a collection of artistic tools and materials, suggesting a creative workspace.

Creative thinkers have ways
of evaluating the new ideas.



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



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

- Mixed feelings.



Your New Idea...
Yields internal and
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disagreement.

- 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

**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.

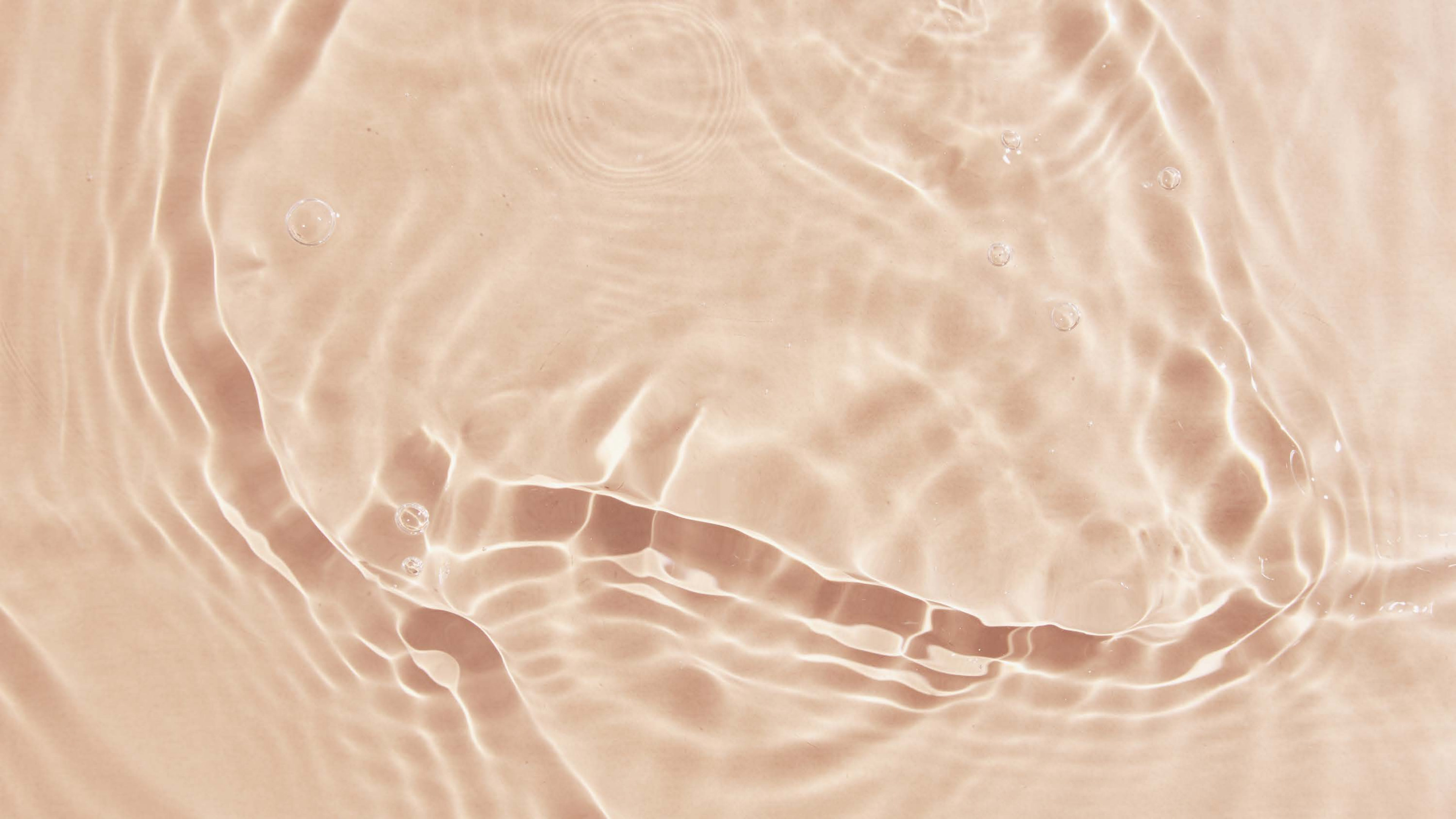


Rank your Influences

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.

A bouquet of flowers is arranged on a rustic wooden surface. The bouquet features a large pink daisy with a dark red center, clusters of small white baby's breath flowers, and various green foliage including small green buds and feathery white flowers. A light brown, rectangular paper tag with a pointed right side is placed in front of the flowers. The tag has the words "Thank you!" written in a dark brown, cursive script. A small, circular, maroon-colored patch is attached to the right side of the tag, with a piece of light brown twine tied through a hole in it. The background is a blurred wooden surface.

Thank
you!