

Gregg Towsley

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Sent: Sunday, November 02, 2008 5:45 PM
To: gregg@wsqualitysolutions.com
Subject: Muse, November 1, 2008: How People Change



MUSE:
The Creativity Unwrapped Newsletter

November 1, 2008
How People Change

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New Free Workshops Scheduled For November!!!



Get ready to suspend yourself and try unwrapping your home based art business in a group setting.

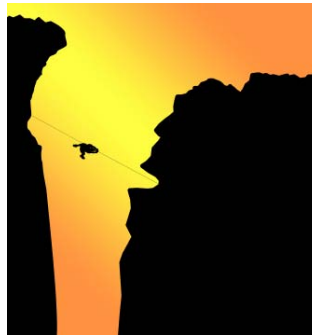
Dr. Virginia Green offers many opportunities to sample

Creativity Unwrapped in the month of November, and takes you through the step by step process in a ten-week workshop beginning in early January, 2009 -- either in person at two locations in Los Angeles, or by teleconference. Check the [Calendar of Events](#) or just go to www.creativityunwrapped.com for details and prices.

And bring a friend. It's more fun and we'll give you a discount.

And, to find out how you can become a certified **Creativity Unwrapped** instructor, [click here](#).

How Do People Change?



This is the time of year when people start to think about change, especially with a new administration in Washington and the opportunity to participate in our community in a different way. But change is not easy -- we have been thinking about a political change for almost two years and are we really ready for it even now?

At the UCLA Neuropsychiatry conference I went to last Spring, the consistent message was that change is good for us -- good for our brain, especially. It revitalizes and helps to maintain the "plasticity" or flexibility and growth potential of that most important organ. We used to think that by the time humans were eighteen years old, we had all the neurons (brain cells) we would ever have, and they would just die off little by little throughout the rest of our lives.

We now know (thank God, I think...) that that is not so. Our brain continues to perform well throughout our lifetime, and that we can encourage it to be a healthy and supportive and highly functioning organ by engaging in change. Change can be as simple as walking the dog a different way every once in a while. It can be learning to play golf at 65. Or it can be starting your home based business.

What motivates people (you...) to change?

Examples of companies who have had to change to survive include Apple (iPod), Nintendo (Wii). Surveys show that the top reason employees leave companies is not because the companies change. It is because there is a lack of new opportunities, and boredom with stagnant, never-changing dead end jobs.

Here are some ideas for changing your own home based art business:

1. Do more ON less: more resources, more attention on just a few critical initiatives: focus and prioritize; don't cut costs, but deploy them in a focused way.
2. There's no such thing as buy-in. If your support team has participated in your planning process up front you don't need buy-in. The ideas are already theirs. And if you are second guessing yourself, well, that's great, but what did you miss in the planning process?
3. Leadership -- It is not about you. Poll your customers and your partners for new and creative ideas for change. Just as the lone maverick cannot make change happen by himself, you need the support of those who love you.
4. Leadership is not about how aggressive, decisive, and visionary you are. It is about how you bring that out in others.
5. Remember, if you believe that you hate change and that it is your job to change that, you *will* hate it. If you believe that you thrive on change and that your job is to unleash it, you will tap into a limitless source of ingenuity, energy and drive that will allow you to consistently take your big ideas into big results.

Please post your thoughts by [clicking here](#).

Organize a Reunion -- of Anything



Networking Idea of the Month

Here is a great idea for reconnecting with your network. Remember how, in [Creativity Unwrapped](#), we talk about leveraging the brand names you are already associated with? We make a list of all the brands (the college you went to, the job titles you have had, the city you live in) and determine which of them would be strong platforms for supporting our home based business.

So, why don't you have a private reunion on one of these platforms? I asked my friend and former colleague, Bryna Greenwald from Trifari in New York to host a reunion of our former business team to catch up on each other's personal and professional lives. She heartily agreed, and another team member (Lorrie Stuart) offered to cook, and I bought a few bottles of wine. We invited everyone we could think of, and used each others' networks to connect with old friends.

It was not hard to find people--though not everyone is as "Google-able" as you are. People called in from Hong Kong and Cincinnati, and there was much merriment and reminiscing too. Everyone is doing well and enjoying their new path and I got to see how I could help them be even more successful -- and I sold a couple of copies of [Creativity Unwrapped!](#)

So, think about some old friends and wonder what they are up to now, and invite them to a party. It's fun, and expansive, and you are already a success in their minds, so tell them about your new project -- they will love you for it! Tell us about your reunion idea at www.creativityunwrapped.com.

Upcoming Events

New Ten Week Classes starting January 4, 2009 in [Manhattan Beach](#) and in [Hollywood](#).

November 16, 2008

Special Report: Eight Strategies to Turning Your Creative Gifts into Cash: Free Weekly Webinars, Sundays at Noon, Pacific Daylight Time. Contact Us at info@creativityunwrapped.com for conference details.

November 14, 2008

NEW

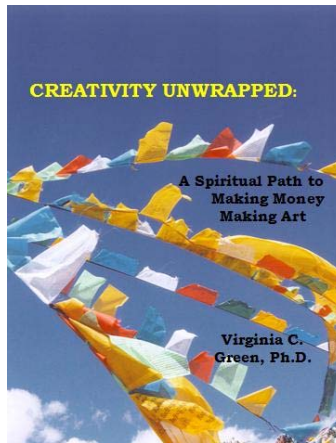
One Day WorkandPlay Shop: The Short Course in [Creativity Unwrapped](#)

Define your target audience, figure out how big your business can be, learn about search engine optimization, **play with your fellow right-brainers**, and take a big step toward becoming an artist entrepreneur! [Click here](#) to register.



NEWSFLASH!!!!

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Yes, you can now own the only book that guides you through the process of turning your home based art business into a viable, fun, inspiring, and PROFITABLE enterprise with a spiritual center. ***Creativity Unwrapped*** speaks your language, and gently teaches you how to find your audience, give her what she is praying for, and be happy doing it!

We are so excited to be helping you to open your home based art studio to the world to see. Please come and explore what we are all about.

Book Signings are occurring around the country this fall, so check out our [events calendar](#)!

Warmest Regards,



Virginia Green, Ph.D
Creativity Unwrapped

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