Cultivating Creativity: Business Success for the Creatively-Inclined

Presented June 2018 to
The University of Texas at Austin
McCombs School of Business Alumni
Nina Pickell – MBA 1997

• **Formal education:** BBA, MBA from UT - Austin

• **Business education:** 20+ years of leadership in global companies and entrepreneurial ventures

• Strategy, branding, marketing, product development, training, talent acquisition/management, sales, tech leadership

• Entrepreneur; executive; advisor; board member; owner of Internet businesses and music ventures; marketing and branding expert; speaker; executive and entrepreneur coach; strategic consultant; charity ambassador; producer

• **My passions:** Growing companies and brands; helping people achieve success; teaching; adding value to the world; keeping music alive
Are You A Creator?

Every block of stone has a statue inside it and it is the task of the sculptor to discover it.

Michelangelo

creator

/kriˈædər/

noun
noun: creator; plural noun: creators

a person or thing that brings something into existence.
synonyms: author, writer, designer, deviser, maker, producer; originator, inventor, architect, mastermind, prime mover; literary begetter
"the creator of the series"
“Being good in business is the most fascinating kind of art.

Making money is art and working is art and good business is the best art.”

- Andy Warhol
Business As Art - Examples

What business leaders deliver…

• Strategy
• Vision
• Leadership
• Innovation

What do others see?

• The company’s potential
• Possibilities, a new way
• Transformative power of a product
• Their own strengths or potential

“Art is not what you see, but what you make others see.”

Edgar Degas
Self Assessment: Creator?

• “I feel my best when I…”
• “I’m the most excited when I…”
• “When I feel drained, I realize I’m not spending enough time…”
• “I feel so much better when I…”
• “I feel inspired by…”
• “I like to recharge by…”
• “I feel distracted by…”
• “I’m bored when I…”

How driven are you by the need to create?
Exercise: What Excites You?

1. Take a sheet of paper and number it 1-5.

2. Think about times in your life that you were most excited by and satisfied with what you were doing. List specifics on the left.

3. On the right, list what it was that made you feel so good about it (e.g. sharing experiences to help someone else, teaching, sharing something you believe in).
Creativity. Who Needs It Anyway?

- Leaders
- "Artists" of all types
- Entrepreneurs
- Salespeople
- Scientists
- Strategists and marketers
- Surgeons
- Homemakers/Parents
- Technologists
- Financial advisors, venture capitalists
- **Everyone** … yet some are driven by a *need* to create!

"Writing code is like writing music. There are systems and rules yet there is room for creativity…“

- CTO
Tip #1: We Are Creators!

Ask yourself…

• What is your view of what you do?
• How important is creating to you?
• Where does creativity fit in your work?
• Where does it fit into your life?

You are creating yourself!

"CREATE THE HIGHEST, GRANDEST VISION POSSIBLE FOR YOUR LIFE, BECAUSE YOU BECOME WHAT YOU BELIEVE."

OPRAH WINFREY
Are You In Alignment?

• Are you living your passion?
• Are you present or always dreaming of a time when…?
• Do you feel excited and inspired most of the time?
• What is your body telling you?
• Are you drained? Look at the tasks, then the people and environment.
• Do you enjoy the work you’re doing most of the time?
• Do you feel confident?

"I can’t not make music."
- Lady Gaga
Check In: Living Your Why?

- Similar to motivations for typical entrepreneurs
- Leaders
- Internal staff team
- Ambassadors / “Super Ambassadors”
- Board members
- Contributors
- Others

Entrepreneur Motivations

A DREAM
- A passion for sharing talent or doing what you love
- A desire to help people/add some value to the world

A DESIRE
- Financial freedom or to earn more
- “Be your own boss”; freedom from “job”
- Time freedom
- To support a cause with time or money

AN IDEA for a product or a service

A NEED
- Identification of a problem or gap, with or without a well-defined solution

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Being The Inspiration

• Can you inspire if your own mindset or passion is out of alignment?

• **Leadership Passion Check™**
  – What’s motivating you?
  – Do you feel inspired?
  – Are you walking the talk?
  – What is your language?
  – Are you authentic?
  – How do you feel when you wake up in the morning and think about your day?
  – How do you feel on Sunday nights?

• Strategies to stay energized, inspired

“Each of us has a fire in our hearts for something. It's our goal in life to find it and keep it lit.”
- Mary Lou Retton
Creativity Blockers

- Mismatch
- Limiting beliefs
- Measuring yourself against others
- Desire to conform
- Pride
- Health (mental, physical)
- Stress
- Fears
- Lack of motivation, routine, boredom
- Excuses? “I don’t have time…”

“The chief enemy of creativity is good sense.”

- Pablo Picasso
Tip 2: Get in Alignment

Check for barriers or areas where you are out of alignment. *Take action!* You’ll be the most creative when you’re doing what nourishes you!

<table>
<thead>
<tr>
<th>Do you have it?</th>
<th>What if you don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passion for something!</td>
<td>Explore &amp; self assess; Get a coach OR hands-off venture</td>
</tr>
<tr>
<td>Love of operations and/or knowledge</td>
<td>Education, advisor, hire/delegate, partner, OR hands-off venture</td>
</tr>
<tr>
<td>Leadership skills and desire to lead</td>
<td>Education, advisor, hire/delegate, partner, OR hands-off venture</td>
</tr>
<tr>
<td>Opportunity or time to do what you love</td>
<td>Hire/delegate, partner; volunteer, board seats, new directions, realign/reinvent</td>
</tr>
</tbody>
</table>
Getting in the Zone: Guest

- Chris Ruediger @chrisruedigermusic
- Nina @OffTheStageMusic
- June 13: "One More Night"
In The Zone: Rituals, Habits

• Morning rituals – Tony Robbins
• An outlet – Art Pappas, CEO of Bullhorn
• 5 ideas a day – CEOs/leaders
• Ideas, accomplishments, goals – Nina Pickell
• Capture ideas when they come
• Involve others – creative brainstorming, fireside chats
• Dedicate time to think/create
• Do what worked before! - ninapickell.com/blog*

*sign up for tips, news, advance book and music!
In The Zone: **Rituals, Habits**

- Focus, solitude – Jazzmyn RED
- Nina’s tips from art, business
- Commit. Do the work!
- Entertain yourself
  - make it interesting and fun!

> “Without great solitude no serious work is possible.”
- Pablo Picasso

Ninapickell.com/contact-us
nina@ninapickell.com

*sign up for trainings, tips, news, advance book info and music!
In The Zone: *More in Practice*

- Belief must come first – starting with believing in yourself
- Do what inspires you
- Surround yourself with positivity
- Goals – big, ongoing, daily
- Visualization
- Learning
- Journaling
- Teaching, volunteering
- Prepare, practice, do it
- **Gratitude**

"One cannot be prepared for something while secretly believing it will not happen."

- *Nelson Mandela*
Greatest Fears – Any Familiar?

The top 100 phobias and fears (fearof.net) of all time, in order:

#13 – fear of public speaking
#15 – fear of failure
#21 – fear of people
#30 – fear of success
#33 – fear of change
#37 – fear of fear
#44 – fear of everything
#54 – fear of sharks

These are even greater fears than…
fear of zombies and ghosts!
Tip #3: Face, Move Past Fears!

“Everything you want is on the other side of fear.”

Jack Canfield

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2 books in the works...
Tip #4: Decide and Start!

Once you make a decision, the universe conspires to make it happen.

Ralph Waldo Emerson

Applies to big picture and daily decisions!
In The Zone: Resources

• Get an advisor, consultant, coach!
• Build a positive network
• Read and listen to positive empowering content daily
• Webinars
• Reading
• Retreat
• Creativity workshop
• Classes
Start With Yourself

“The way to your own truth, the way to a phenomenal life that only you can manifest in the greatness that you were created to do so, is to just be yourself.”

— Oprah
And There’s This…

"If you can dream it, you can do it. Always remember this whole thing was started with a dream and a mouse."

- Walt Disney

"There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living."

— Nelson Mandela —

"To practice any art no matter how well or how badly is a way to make your soul grow. So do it."

- Kurt Vonnegut

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Ideas To Live By

If today were the last day of your life, would you want to do what you are about to do today?

Be The Energy You Want to Attract.

Even if you’re on the right track, you’ll get run over if you just sit there.

Will Rogers
Keep Learning!

- My webinars and offline/online workshops, such as
  - “Entrepreneurship: Is It For You?”
  - “Reinventing Yourself: You Can Do What You Love”
  - “Power Branding: Build YOUR Brand for Life”
  - “An Entrepreneur’s Getting Started Guide”
- *Digital transformation, content marketing, thought leadership, my new online series, and more!*
  - *Sign up for event notices by email or at ninapickell.com.*

- Consulting and advisory sessions, outsourcing
  - *Speaking at your next event or training!*
  - *Recording artists – sponsorships, events*
  - *Strategy, marketing, branding, new products, messaging*
  - Determining your next career or venture
  - Effective content marketing, digital marketing, thought leadership
  - Multiple income streams, business models, options, systems
Let’s Connect!

Special offer: sign up for my blog at ninapickell.com or email me to receive my new tip sheet and course list

Nina Pickell
Phone: 617-513-9631
nina@ninapickell.com
linkedin.com/in/ninapickell
TW, IG: @ninapickell
FB, IG: @OffTheStageMusic

Join my mailing list at ninapickell.com to get invitations to events, blog posts and email newsletters!