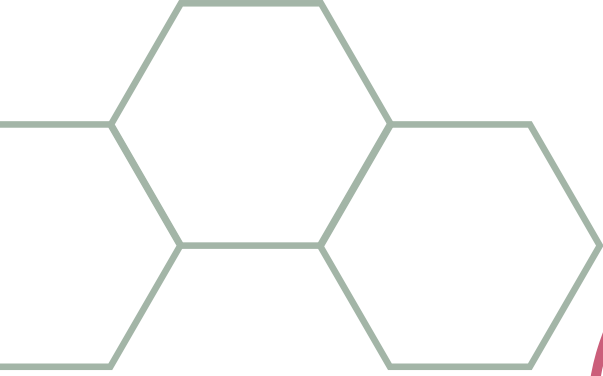# The Beauty of Creative Organization
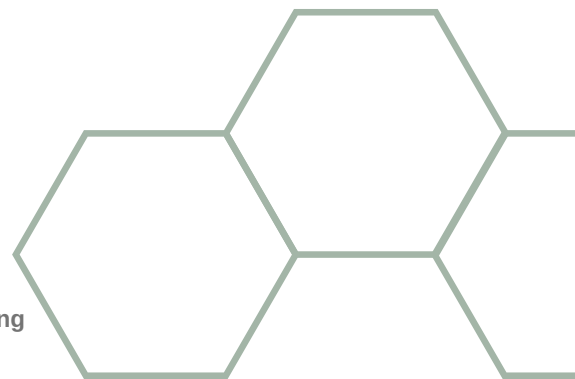
JENNIFER BRYANT

Creative
Problem-Solver

*"**Creative Organization** is all about capturing the heart of the people behind the project, and translating it into action that influences others for a larger purpose."*

The **QUALITIES** of someone who loves to problem-solve:

The **QUIRKS** of someone who loves to problem-solve:

Important Tools

Effective Communicator

"You can be a great planner, and an excellent DO-er, but you must also be an effective communicator."

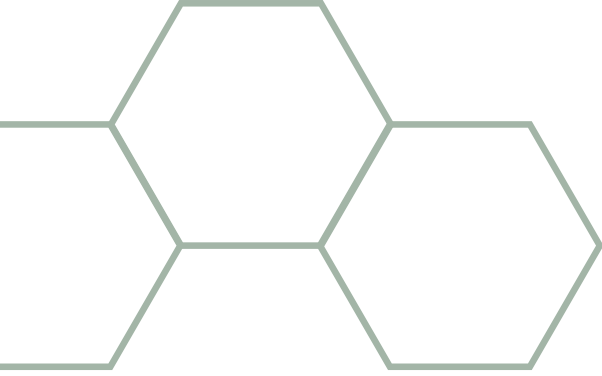## 5 Ways to Be An *Effective* Creative Organizer

1. Look at the person before the project

2. Listen actively

3. Offer specific ways you can help

4. Communicate generously

5. Provide a timely solution

Story Framework

Based on the Hero's Journey and the work of Joseph Campbell

We understand things better in the narrative process, presented in a certain order. This is why fairy tales, parables, most memorable movies are written in this sequence:

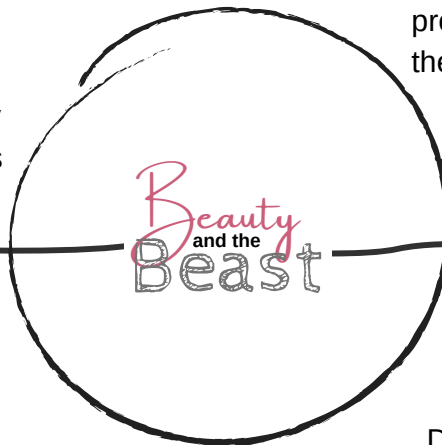Belle lives in a little town, a quiet village... every day is like the one before

Problem: Wants more than this provincial life, wants adventure in the great wide somewhere

Belle professes her love and the Beast resurrects (his own journey is physical and spiritual, becomes vulnerable)

Beauty and the Beast

Goes: Philippe shows up and she GOES into the forest to find her father

Discovers an enchanted castle with animated objects (magical world)
Discovers an enchanted castle with animated objects (magical world)

Pays a Heavy Price (sacrifice):
Father in Insane Assylum
Mob raids the Castle
Returns to the Beast
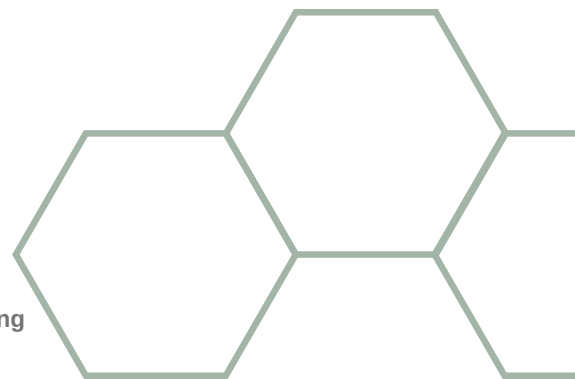Gaston kills the Beast

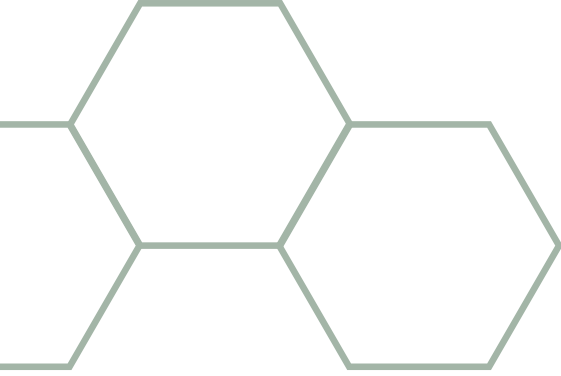<u>**Mountaintop Experience**</u>
Something there that wasn't there before
"Tale as Old as Time"
Gift of Magic Mirror

Road of Trials: adapting to the magical world, imprisoned by the Beast, confined to this way of life
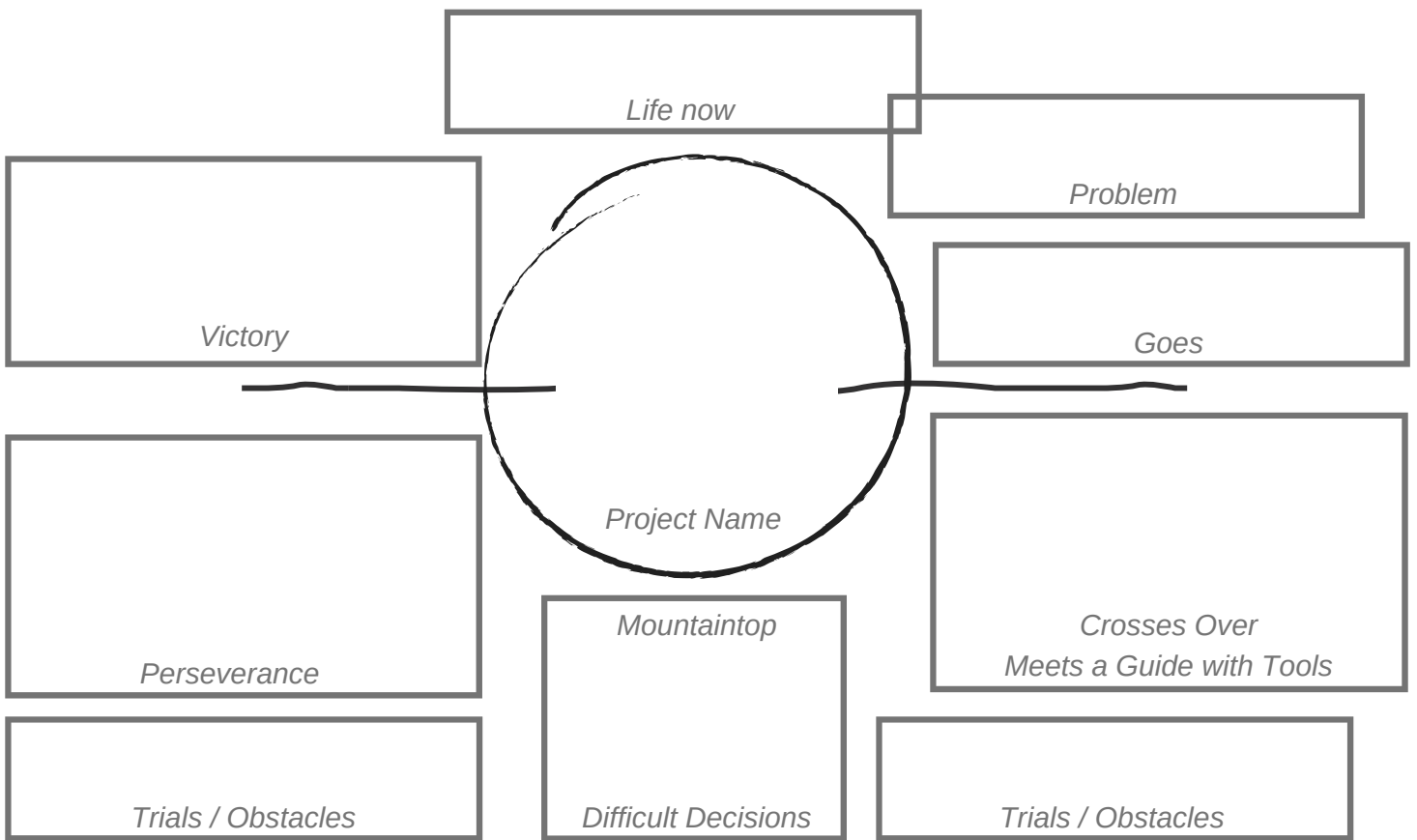
Belle attempts to return home and exposes the Beast to the outside world

*Extra Reference: Building a Story Brand, by Donald Miller

Story **Template**

Life now

Problem

Goes

Victory

Project Name

Crosses Over
Meets a Guide with Tools

Perseverance

Mountaintop

Trials / Obstacles

Difficult Decisions

Trials / Obstacles
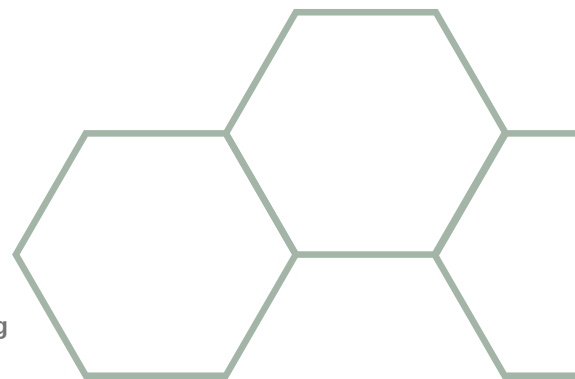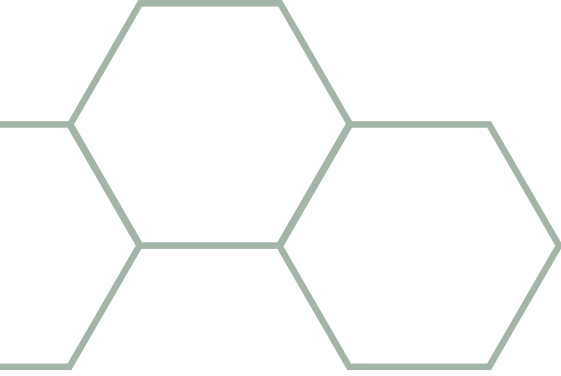
CYCLES OF EXPERIENCE AND GROWTH
You will experience this framework in many cycles of creativity, events, and seasons of your life. Look at this **STORY CIRCLE** as a **TEMPLATE** for how to **WORK THROUGH PROBLEMS** and see them to their natural end.

Story Template Examples

Blogs

- Illustration / Story
- Shouldn't be this way because…
- Here's what's true
- Do this instead
- List of options
- What could life look like?

Podcasts

- Picture the person you're serving
- What is the biggest problem?
- Where do you come in as their guide?
- How will you walk them through it?
- How often will you show up?
- Where will you get the message out? (Email list, social media platforms, broadcast / hosting service)

Business Venture

- Problem you're solving with a product or service
- What should people be able to do? (how will this improve their lives?)
- What are the first steps? (how do they start?)
- How will they know when things are changing for the better?
- What are some misconceptions or fears around this opportunity, product or process?
- What could their life look like after they invest time / money into this idea?
- How will you measure success? (profits, testimonies, change in community)

Counseling, Personal Problem

- Ask them to tell you the story
- Identify the problem (say it back to them)
- Ask - What do you want to do?
- Here's how we can get there (guide)
- Anticipate problems & warn them
- Celebrate victories!

Helping Kids to Communicate Better

- Back up… what's the problem?
- What do you want to happen?
- What's the truth we need to face
- Here are better words to use / questions to ask
- Walk through the steps, try out the new tools
- What happened?
- How are things better now?

Event, Service Project, Outreach

- Problem - unreached or underserved groups
- We can come together and help
- What do we need (tools)
- How do we prevent confusion / disorganization
- Who will handle what?
- Come together for updates / encouragement
- Event happens
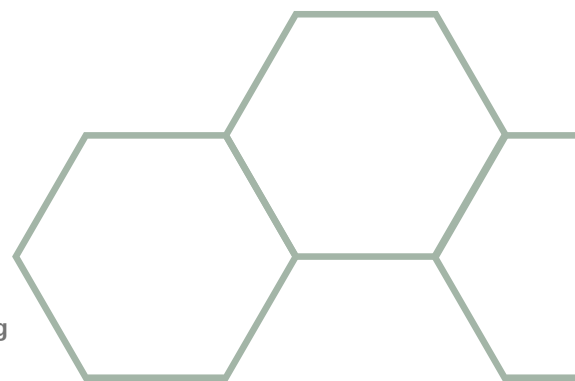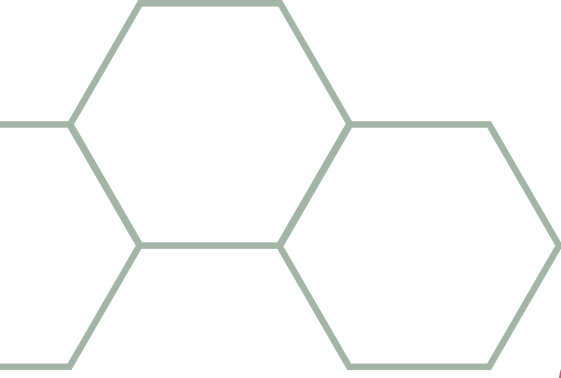- Debrief (What did we learn? What went well?)
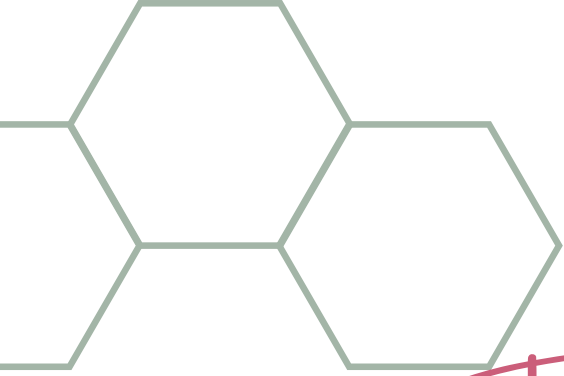
The Beauty is here...

In the **PROCESS**

In the **WAITING**

In the **RESULTS**

Silence
can be golden

When you have a great idea, but no one jumps on board

1. **Communicate clearly** (STORY TEMPLATE) ...and OFTEN if you have an online platform (you're not being too needy

2. **Ask for what you want** (power of the personal ask)... download this, sign up

3. **Ask yourself**: Am I called to this? Is this the right time?

4. **Ask yourself**: Are they actually asking for help?

5. **Do a post-mortem** (what went well? What could have gone better)

6. **Move on**...to your next cycle / priority