

3 Coaching Tools to Coach Creatives

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INTRODUCTION

Hi, I'm Ana Baldaia.

In this e-book, I want to explain how creativity coaching works and share tools that you can apply in your settings to help people unleash their creativity, complete projects, and find happiness in their lives and work..

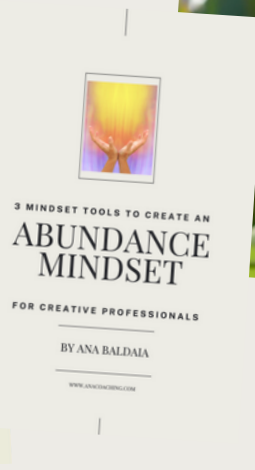
Are you a coach looking to enhance your coaching practice with powerful tools and techniques? Are you a creative individual who leads or mentors other creatives, guiding them towards their full potential? Are you intrigued by the idea of coaching other creatives or seeking ways to integrate coaching into your own creative journey? If you answered "YES" to any of these questions, then this book is tailor-made for you!

Whether you are an experienced coach or a creative soul on a mission, this e-book offers valuable insights and practical tools to help you navigate the world of creativity coaching.

As a creativity coach and leadership coach, I bring 15 years of coaching experience, including time spent as a senior leader. I aim to explore creativity in various dimensions, from personal healing to organizational leadership and societal change.

This is my third e-book as part of a series of talks. If you haven't attended my previous talks and would like to read my other e-books, please email me and I will send them into your inbox.

Making coaching accessible and democratic!



Understanding CREATIVITY

Identifying Client Needs: Uncovering the Foundation for Success

Defining creativity is a fundamental aspect of my coaching practice, and I often pose this question to my clients. When I ask, "How would you define creativity?" it sparks a deeper exploration into their unique perspectives and experiences. It is a question that resonates with many of my clients who come to coaching with a specific desire to nurture and enhance their creative abilities.

I find it fascinating to hear the various definitions my clients bring forth, each offering valuable insights into their understanding of creativity. However, amidst the diverse interpretations, I believe there are four key components that lie at the heart of creativity:

Relationship with Self

Creativity is born from the profound decision to matter, to recognize one's significance and worth. This conscious choice initiates a special self-relationship, where creativity becomes a means of self-expression and personal growth

Awareness State:

Out of the relationship with oneself, a heightened state of awareness emerges. This awareness encompasses not only the individual's self-awareness but also an understanding of others and the world around them. It is within this state that ideas are naturally conceived, taking shape from the individual's unique perspectives and experiences.

Generation of Ideas

At its core, creativity is about generating ideas—those sparks of inspiration that ignite the creative process. Whether it's an artist's stroke on a canvas, a writer's words on a page, or an entrepreneur's innovative concept, the generation of ideas marks the inception of creative expression.

Elaboration of Ideas

Creativity thrives through the elaboration of ideas into tangible works, inventions, or theories. This transformative process involves nurturing and developing the initial spark of an idea into a fully realized creation, product, or concept that holds the potential to inspire and impact others.

Getting Started as a Creativity Coach

Common Issues of Creativity

In my extensive experience working with thousands of creatives, including artists, performers, entrepreneurs, and leaders, I have encountered several common roadblocks that hinder their creative process. These roadblocks often manifest as mindset issues that can significantly impact their productivity and artistic growth. Let's explore these six common challenges that creatives bring to coaching:

Issues every Creative Faces

Perfectionism: Many creatives struggle with the relentless pursuit of perfection in their work. This mindset can lead to self-criticism, excessive editing, and a fear of sharing their creations, ultimately stifling their creative flow.

Fear of Failure: The fear of failure can be paralyzing for creatives, preventing them from taking risks and exploring new artistic territories. It hampers their willingness to experiment and hinders their ability to learn and grow from potential setbacks.

Not Feeling Good Enough: Feelings of inadequacy plague many creatives, causing them to doubt their abilities and undermine their own potential. This lack of self-belief can hinder their creativity and confidence in pursuing their passions.

Fear of Being Visible: Some creatives fear putting their work out into the world, afraid of judgment and criticism. This fear of being visible can hold them back from sharing their authentic voice and talents with a broader audience.

Lacking Resilience: The creative journey often involves facing obstacles and rejection. A lack of resilience can make it challenging for creatives to bounce back from setbacks and keep pushing forward with their creative endeavors.

Procrastination: Procrastination is a familiar challenge for many creatives, leading to missed opportunities and unfulfilled potential. The fear of starting or completing a project can result in delaying crucial steps in their creative process.



MY 3 STEPS FRAMEWORK

NAME IT, FRAME IT, SHAPE IT

At the core of my coaching approach is a transformative 3-step framework that I call "Name it, Frame it, and Shape it." This framework serves as a powerful tool to help clients understand, normalize, and ultimately overcome their challenges, empowering them to embrace their creativity fully.

Step 1: Naming

In the first step, "Naming," we focus on developing self-awareness and noticing the client's feelings, thoughts, and how they shape their behavior and reality. By exploring the sequence of thoughts, feelings, and reality, clients gain insights into the connections between their mindset and the outcomes they experience. I encourage them to recognize that changing their reality begins with changing their thoughts. Together, we work on a cognitive level to shift their thought patterns, allowing them to create more art and achieve greater success.

Step 2: Framing

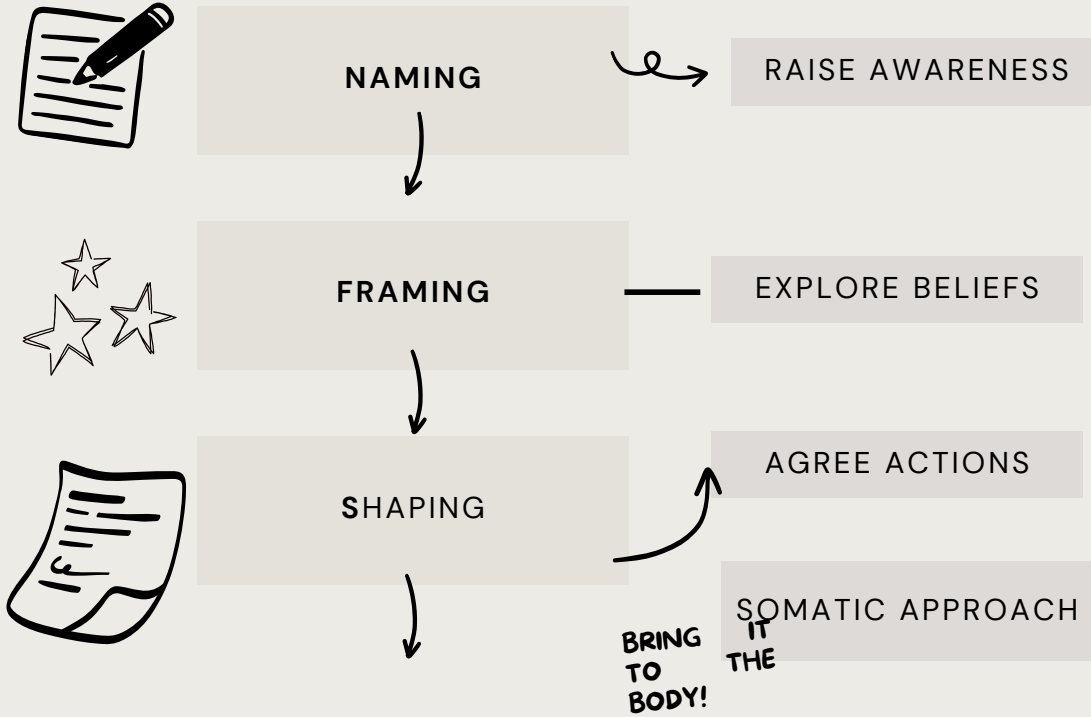
In the "Framing" step, we delve into the client's perspective and self-perception, which influences their thoughts and beliefs. By helping creatives gain an objective view of themselves and deeper knowledge of their subconscious or biased views, we create opportunities for personal growth and transformation. By changing their frame or perspective, clients can alter the lens through which they view their creative journey, fostering a more positive and empowering mindset.

Step 3: Shaping

The final step, "Shaping," is all about embedding the new perspective gained through the previous steps into actionable options. Here, the focus shifts from mindset to action, as we guide creatives in tailoring their lives to align with their mission and purpose. While this step may not be fully explored in this training, it emphasizes the importance of taking tangible steps to bring their creative vision to life. I encourage clients to embrace meaningful actions that support their artistic pursuits, paving the way for growth, fulfillment, and achievement.

Throughout this coaching journey, I aim to create a safe and supportive space where clients can explore their challenges, recognize their strengths, and tap into their full creative potential. By following the "Name it, Frame it, and Shape it" framework, clients gain valuable insights into themselves and their creative process, empowering them to navigate obstacles with confidence and clarity. This framework, underpinned by the principles of self-awareness, perspective shift, and purposeful action, forms the foundation of my coaching practice and enables creatives to unlock new possibilities, thrive in their creativity, and lead fulfilling lives.

3 STEPS





The BASIC COACHING FRAMEWORK

The BASIC Coaching Framework is a simple and effective tool to guide coaching conversations. It helps coaches structure their sessions and ensures they cover essential aspects of the coaching process. However, it is crucial to understand that coaching is not a one-size-fits-all approach, and accredited coaches have a diverse toolkit to address the unique needs of each client.

FOCUS ON THE PERSON. NOT THE PROBLEM

B – Background: This step involves gaining a deeper understanding of the client's context and background. It allows coaches to explore the current situation, challenges, and any relevant experiences that may impact the coaching process. - **What's on your mind? What's happening that you feel it's important to tell?**

A – Aim: The aim is to determine the client's goals for the coaching session and what they hope to achieve through coaching. Understanding the desired outcomes helps coaches tailor their approach to meet the client's specific needs. **What do you want to achieve in this session? What do you want to have by the end of our time together? What do we need to explore?**

S – Strategy: In this step, coaches identify potential approaches and strategies to address the challenges faced by the client. This may involve exploring different methods, techniques, or exercises that align with the client's goals. **How will we know that we have been successful? What approaches may work to tackle this?**

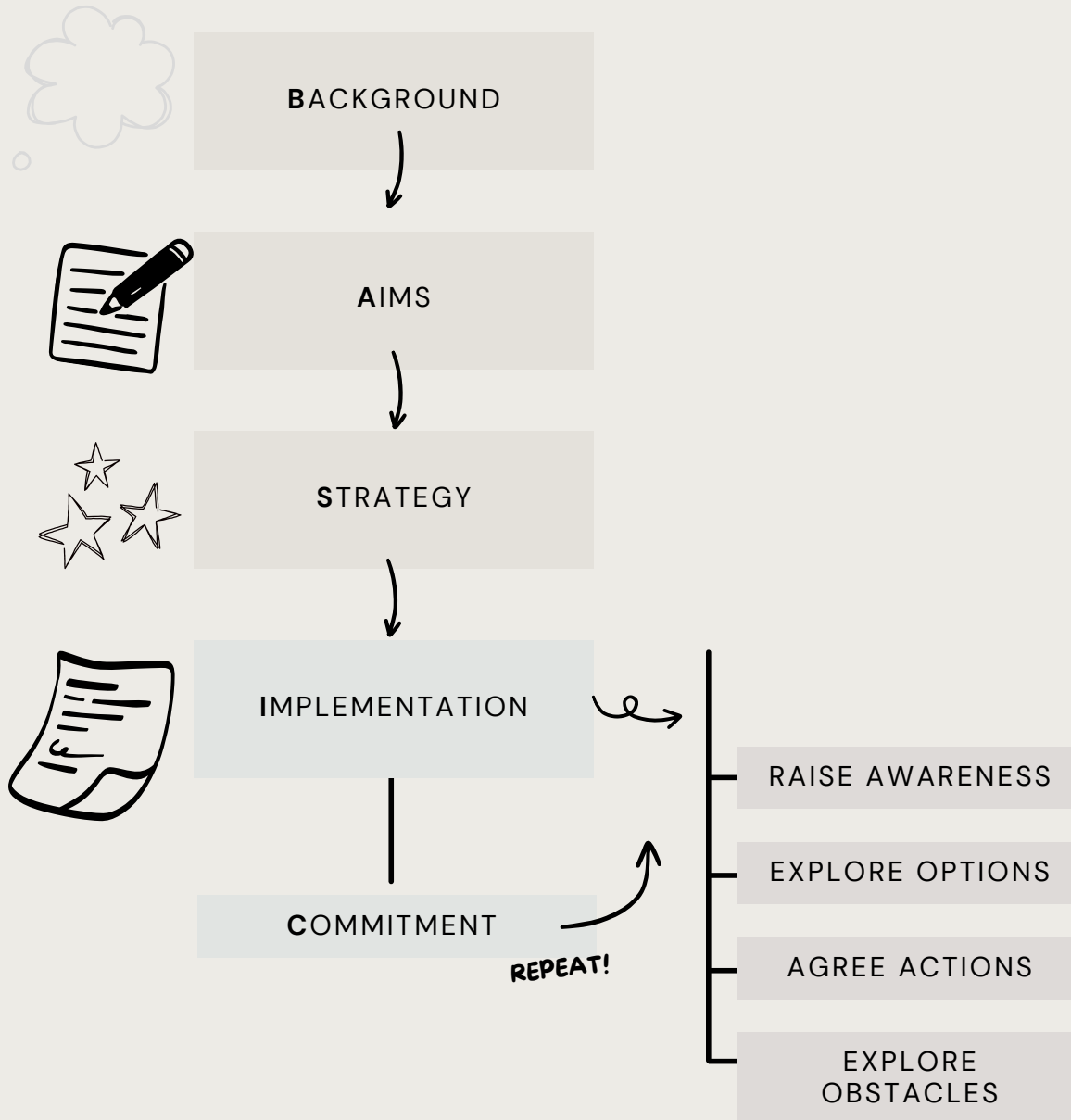
I – Implementation: Coaches work with the client to establish actionable steps that can be taken between coaching sessions. These steps help clients make progress toward their goals and maintain momentum throughout the coaching journey.

What will you do? What is the next step we could take between now and the next time we see each other?

C – Commitment: Addressing potential obstacles and ensuring commitment to the coaching process is essential. Coaches may help clients identify any barriers or resistance they may encounter and develop strategies to overcome them. **What could stop you? How committed are you to taking action on a scale of 1-10?**



BASIC COACHING FRAMEWORK



COACHING isn't BASIC

It is crucial to recognize that while the BASIC Coaching Framework provides a useful structure, accredited coaches have a broader toolkit and knowledge base to draw from. They are trained to be flexible and responsive, adapting their coaching approach based on the client's unique needs and preferences.

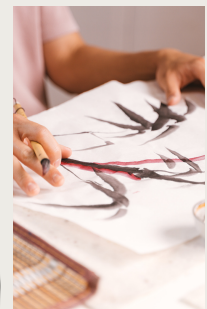
Coaching is a dynamic and client-centered process, where the coach collaborates with the client to explore possibilities, gain insights, and develop strategies for growth and success. Accredited coaches are equipped with a wide range of coaching models, techniques, and skills that they can blend seamlessly to create a customized coaching experience for each client.

Ultimately, the success of coaching lies in the coach's ability to establish a strong rapport with the client, actively listen, ask powerful questions, and provide support and guidance. By drawing from their wealth of experience and knowledge, coaches can create a transformative coaching journey that empowers clients to unlock their potential, achieve their goals, and lead fulfilling lives.

↗
COACH THE PERSON



DON'T COACH THE PROBLEM



A psycho-dynamic exploration of key issues of creativity

Evaluate Client's Specific Requirements

When delving into a deeper understanding of the challenges that creatives often bring to coaching, we uncover several main issues that impact their artistic journey and personal growth:

Identify The Key issues

Issues of Meaning: Creatives frequently seek meaning in their work, questioning their purpose and worth, which can lead to self-doubt and existential angst. As coaches, our role is to guide them in discovering their artistic vision and recognizing the profound significance of their creations. We address issues of purpose, identity, and self-worth, helping them navigate their existential concerns.

Issues Related to the Creative Process: The creative process is a rollercoaster ride for artists, fraught with blockages, self-doubt, and the relentless pursuit of perfection. Our role as coaches is to inspire them to break free from these obstacles, sustain motivation, and embrace the beauty of their imperfections. We support them in overcoming blockages and resistance, addressing self-doubt and perfectionism, and fostering discipline and motivation.

Issues of Personality: Personality traits significantly influence how creatives approach their work. Traits such as sensitivity, introversion, and self-reflection are common among creatives, but they can also lead to isolation and overthinking. As coaches, we help them embrace their uniqueness and find balance in their creative process. We address issues of sensitivity and vulnerability, isolation and introversion, and self-reflection and self-analysis.

Relationship Issues: In the realm of relationships, creatives may encounter challenges such as handling constructive criticism, resolving conflicts, and balancing personal and creative lives. As coaches, we provide strategies for offering constructive feedback and fostering harmonious collaborations in their creative endeavors. We help them navigate the delicate balance between receiving support and handling interpersonal conflicts.

Marketplace Issues: The marketplace poses its own set of challenges for creatives, including financial insecurity, commercialization, and the need for self-promotion. Our guidance empowers them to navigate the commercial aspects while staying true to their authentic artistic voices. We address issues of financial stability, the balance between commercialization and artistic authenticity, and strategies for effective self-promotion and exposure.

CONCLUSION

Embrace Your Journey

In conclusion, committing to receiving support on your creative journey can lead to transformative results. As creatives invest in coaching, they experience profound shifts in their mindset and approach to their passion projects. They become more resilient in the face of rejection and empowered to set boundaries that prioritize their creative time. Whether you are a creative seeking coaching to enhance your artistic pursuits, a creativity coach looking to advance your practice through coaching and supervision, or a new coach ready to launch or scale your coaching business, I invite you to consider joining me for a free discovery session.

My mission is to help as many creatives as possible unlock their full potential, as I strongly believe that the creative industries play a pivotal role in the global transformation during this moment of crisis and human evolution. While some might feel hesitant due to time or financial constraints, I encourage you to recognize the immense potential and economic contribution of the creative industries. The creative field offers abundant opportunities for growth and prosperity, and with the right support, you can confidently pitch your work and thrive in this dynamic landscape.

So, my call to action is simple: Take a step towards realizing your creative aspirations and join me for a **complimentary 1:1 session**. Whether you want to overcome obstacles holding you back from creating your own work or aim to help others achieve their creative potential, this session will assess your challenges and lay out a mini-plan to address them. If we find it's a fit to continue our journey together, I am fully committed to helping you gain clarity with your purpose, amplify your message, and showcase your work to the world.

To secure your spot, head over to my scheduling link and grab one of the limited slots available.



For more information, please visit my website www.anacoaching.com or access my calendar at <https://anacoaching.as.me/>.

You can also connect with me on social media through LinkedIn and Instagram for valuable insights and updates.

Thank you for taking the time to engage with this e-book, and I eagerly look forward to embarking on this transformative journey with you. **Together, let's unlock your full creative potential and make a profound impact in the world of creativity and beyond.**

ANA BALDAIA

