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There is a crisis occurring in most businesses and careers today. And that crisis is a stark lack of creativity. A vast majority of people today have overdeveloped the analytical part of our thinking and have overwhelmingly underdeveloped the creative side. It doesn’t matter what brain power enhancing vitamins you are taking or what new healthy diet you are on. It doesn’t matter if you have multiple PHD’s or shrewd street smarts. The fact remains that the vast majority of people today are operating at half their potential—it’s no wonder why our sales are lackluster, careers are stalled, or relationships cannot grow.

Unfortunately, it gets worse. A vast majority of companies are also operating at half their potential, and most go out of business within the first five years¹. It’s ludicrous.
What drives this failure rate? Why are things so bad? Why do most companies fail? The answer is simple. And it’s what inspired me to write this book.

The answer is creativity.

*The Creator Mindset* will teach anyone how to solve problems through the lens of creativity, including you. It is a method I created to teach anyone how to solve any problem with a blend of both the analytical and creative parts of the mind. Giving you true optimal performance at 100% of potential capacity.

Wow—that sounds great, right? But, surely someone is teaching this today?! Aren’t there colleges or courses set up to teach people how to be creative in business – and by extension – in life?

The answer is sadly no, because to be honest, the vast majority of what they teach in business school is analytics. Sure, it’s important to have sound analytics and spreadsheet logic. But just focusing on the analytical is a farce. It’s simply not good enough. It’s like a pilot going to aviation school but only learning how to land. Or a dentist going to dental school only to learn how to treat bottom teeth. That’s what’s going on in business schools today. And it’s not just schools either. This focus on analytics only affects just about every business today. And it more than likely affects your business too.

*The Creator Mindset* is the tool you need to embrace creativity AND utilize analytical thinking in ways that have never been explored.

This shift in thinking is what will make your company and career thrive and I’ll show you this in action through case studies of companies that successfully use creativity to thrive. But I gotta tell you, there aren’t that many. These companies are few and far
between. So, it is up to you to go out and forge a new path with The Creator Mindset in your organization or career.

**This Book is for YOU, yes you.**

Now I know that you must be thinking. “I’m not a creative person, Nir. I don’t draw portraits, dance ballet or play the saxophone or whatever. That’s just not me. I’m a lawyer or an accountant. I’m an engineer or a nurse. I’m a school teacher or a corporate events planner. I’m not a singer or an actor or artist or someone in the creative field. So, how will this book help me?”

I’ll tell you exactly how. *The Creator Mindset* contains insight into the creative mind for those who don’t necessarily know that you have one. I will teach you how to be creative, but not in the traditional artistic way—in the business way. I find that many in business don’t realize the true power that creativity and creative thought can have in their world. This is what I see— with my own eyes—over and over again while I am out consulting or speaking. People and companies are hungry for a different way, a new way, a creative way.

So that is what *The Creator Mindset* is about: Bringing out the inner creative in you— to help you solve problems that are unsolvable without a Creator Mindset. Don’t worry. I won’t teach you how to play an instrument. Or to dance the hula. But I will teach you how to be creative in business because at the end of the day, you have it in you. We all do. It’s that spark we are all born with. That spark that most of us have extinguished as we grew older. And, that spark must be relearned because as adults we are told that creativity is not part and parcel to maturity. It’s not serious business acumen. It’s frivolous because it cannot be measured and quantified.
But nothing can be further from the truth.

Creativity is in fact essential in *all* you do. This is why we need a fresh perspective. You already have the creative spark in you – you just need to relearn how to use it and *The Creator Mindset* will show you how.

**<H1> How This Book Will Help You**

I will lay out a simple creative tool kit process over twelve easy steps to solve business problems:

- **Creativity’s Unlikely Personality Traits.** How humor, empathy and courage are the unlikely cornerstones of creativity in business

- **The Virtues of Listening.** This section highlights four time-management skills that can only be learned from a creative outlook

- **Little Victories.** Often, we are led to believe that big victories are the only ones that matter. But instead our attention should be focused on how to envision our goals creatively in small chunks instead

- **Making Mistakes.** Mistake collateral is a view only found in creativity wherein a mistake becomes lucrative. Here we look at how mistakes can benefit your company and career.

- **Art and the Egos.** The gap between creativity and art is huge. And so is our ego from time to time. We learn the difference and how to reduce ego from taking over

- **Character Counts.** Three creative tools help our career or business when times get tough – which they always do
The Pertinent Four. My four P’s of business to help anyone embrace creativity collectively at every step of my program

The Self Doubt Monster. How to use creativity to fight one of humanities most destructive behaviors

Comfort and Creativity. Technology and comfort are working in concert to ever decrease creativity. This section helps you understand how to resist comfort and limit technology so that creativity can bloom

How to Champion the Good Idea. How to find what is trapping and limiting creativity in your career or organization and then how to free it

The Center of the Universe is not You. In the face of a terrible tragedy in 1982 comes an accidental roadmap to creativity we can use today

The Complacency Conundrum. Case studies about companies that were creative but then got complacent. And what we can learn from their mistakes on how to keep from getting complacent in our career or business

Through these steps and a series of simple principles you will learn to practice each day, you will begin to awaken your own Creator Mindset. And, as you gain comfort with thinking creatively, you will see a new approach to genuine authenticity. An authenticity that most professionals and businesses want but few know how to achieve is revealed through the lens of creativity.

You will learn here on these pages how to achieve the holy grail of innovation. Because it’s not those lightbulb moments of inspiration or secret sorcery that create innovation. Instead, innovation is something you can learn to create. It’s something that can be taught. And I will show you how.
The Cost of Creativity

Now I know what else you might be thinking: “Ah! But this is gonna be expensive. I bet most of The Creator Mindset tools aren’t cheap.”

But the truth is that every tool in this book – every single one of them – costs you nothing. Absolutely nothing. They are free to use. No licensing. No royalties. Nothing. Just free. Other than the cost of the book (and maybe a workshop or keynote that I give at your company or convention), adding these creative principals will cost you nothing to implement. How cool is that?! But like anything in life, there is a catch. Because here’s the thing: not adding these tools and techniques can cost you everything.

You see, today the stakes are high. In an ultracompetitive global economy, there is only one chance to get it right. And as the economy shifts from the industrial economy of yesteryear to the new idea economy of tomorrow, it is imperative that we are armed with the ability to create ideas readily and frequently. The future of your brand, whether it’s your personal brand, a start-up, restaurant, or fortune 500 firm, depends on your ability to connect with your audience emotionally and convincingly. No matter what it is that you do. From doctor to banker. From regulator to electrician. From veterinarian to controller, The Creator Mindset is a must read. You will learn to connect emotionally and convincingly with your chosen audience.

Now. I’m going to predict your thinking again. Is it something along the lines of “Come on, Nir. Really? I run a roofing business. Why do I need any of this creative stuff?” Am I right? If so, the truth of the matter is that through the lens of creativity you will find your audience. And if you can connect with your audience you will enable
business opportunities. And if you enable business opportunities you will increase your bottom line. It really is that simple when you’re armed with The Creator Mindset.

Or perhaps you are an employee, trying to get ahead. Working hard day after day, putting in more hours than the rest, consistently hitting the mark. Yet time and time again you hit a ceiling. Unable to climb any higher. Unable to achieve your goals wondering why you can’t get ahead. The bottom line is that without creativity you cannot scale to new heights and reach your chosen destiny.

You might be tempted to think that creativity is all about an advertisement or your business card or website design – and while that most certainly is important – it’s necessary for us to dive much deeper into unfamiliar ways to harness creativity in all you do. I know this different way of looking at things might be scary at first, but it will ultimately open you up to new and exciting opportunities never before seen.

Your life will change forever because you will understand how to use creative principals to solve everyday problems, not just at work. And literally learn to change the function of your brain to incorporate creativity. And in doing so you will see the world like never before.

We tend to devalue creative solutions in modern life. It’s too flimsy. It’s something that it too “out there”. It’s artsy-fartsy. We roll our eyes. It’s probably for someone else because I’m not that smart or funny or artistic. But the truth is that it is not for someone else. It is for you. This way of thinking is for you, to help you and to be of service to you and your goals. Because the brain is largely separated into two hemispheres -- logic and creative, this book will help you bridge the gap between the two in order to achieve magnificent harmonious success.
The creative mind is one that is not subject to limitations. The creative mind sees what can be rather than what is. And how incredibly powerful is that? Just think about it for a second. Take a second and look at this book closely. I mean it. Stick your finger in this page to hold your place, then look at the front and back cover. Admire it from different angles. Did we do a good job on the cover? Do you like it? Perhaps you can think of another way to lay out the print? Does this typeface look good? Is it hard to read? Simply looking at something as it can be rather than what is can change the very nature of the problem you are thinking of right now as you read these words on the page.

Creativity will teach you to see things as they should be, not what they are. A plumber goes to a house and encounters a clogged sink. You see putrid water and a horrible situation. But the Plummer sees opportunity and a chance to be of service. Here on these pages you will learn to see the world as you think it should be, not what it is.

One of the great things about thinking creatively is the opportunity to see things in different ways. It is evident because the creative mind cannot see any boundaries to its thinking. It behaves and adapts in such a way that nothing can stop it. Not even reality. Not even a lack of resources. Not even your current crappy cash flow situation or low salary. That is why the creative mind is so important. Imagine a tool in the business world that can uplift even the most desolate of circumstances by believing that there is no desolation but there is opportunity in each obstacle.

Forever the optimist, The Creator Mindset will enable you to dream. To fly. To conquer. To solve. To live. Often a third-class citizen to other pressing business needs, or worse ignored altogether, I argue that The Creator Mindset can supersede all limitations and is more useful than most anything else.
When your thinking has no barriers, your potential has no barriers.

I wrote this book for you because I’m tired of all these business leaders who are creative keeping creativity for themselves. They pretend that it cannot be learned. They say things like “I’ve got it and you don’t”. Whatever “it” is. They keep creativity under lock and key away from the general public for fear of revealing their intellectual property. But creativity is far too valuable to humanity to be controlled by just a few people. And, it is possible to learn. The pages of this book will show you how. This is a deeply personal undertaking years in the making. Because the time has come for creativity to be used by anyone who seeks it’s power.