



## Creativity Coaching & Consulting

for organizations,  
agencies and  
businesses

### Unleashing employee creativity and productivity

In this new economy, organizations need their employees to work more creatively and effectively than ever before. But most employees today aren't thinking about being creative. They're worrying about losing their jobs. And in organizations that have implemented layoffs, remaining employees are adjusting to the stress of doing more with less. With fear and stress in the way, creativity shuts down and employees access a very small portion of their potential.

#### **Moving through organizational fear, cultivating an innovative workforce**

Creativity coaching and consulting programs help organizations successfully address the changing corporate landscape by providing the support employees need to overcome fears, tap into their own creative energies and boost self-motivation. By building an environment that fosters creative input, organizations can increase employee productivity, satisfaction and retention, resulting in improved operational efficiencies and quality of service.

- Help employees overcome blocks that arise during stressful times—such as procrastination, feeling overwhelmed, resistance and self-doubt
- Gently create positive shifts in thinking and new habits needed for success
- Increase creative motivation and confidence, boosting employee desire to proactively contribute to the organization's success
- Teach employees how to use small steps and simple tools to handle transition and change effectively
- Improve problem-solving flexibility and versatility
- Provide additional expertise and support to help complete team projects



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### Creativity coaching and consulting programs

Creativity coaching and consulting programs are customized to each organization's needs. In-depth discussion and evaluation take place before programs are designed.

- **Transition coaching** – assists laid-off employees in identifying and transitioning to their next endeavors, including new jobs, careers or other pursuits
- **Employee coaching** – one-on-one coaching guides employees to overcome blocks and makes their work more fulfilling and fun
- **Creative-team coaching** – helps writers, designers, art directors, photographers and any employee working in a creative agency or in-house team better understand the non-linear creative process and remain consistently productive
- **Creativity programs** – corporate-wide initiatives that include workshops, coaching and other activities to unleash the power of creative play in the work environment
- **Creativity consulting** – evaluation of existing marketing programs and new-idea generation including brainstorming sessions, creative event program development and meeting facilitations
- **Marketing communications consulting** – full range of marketing communications services from architecting effective websites and copywriting to the development and execution of global lead generation and branding programs

### About rita farin

Rita Farin is a twenty-year marketing professional and entrepreneur who chose to become a full-time writer, artist and certified creativity coach. Through her interactive workshops, one-on-one coaching sessions and written articles, Rita helps individuals unleash their imaginations to create new realities and corporations foster creativity in the workplace to improve business productivity.