

CREATIVE GROWTH The X Factor

YOUR MOST VALUABLE ASSET: YOUR CREATIVE TOOLKIT

Okay, here's a fun exercise that will get the juices flowing: I have a **two-minute exercise** for you, and you must play now.

HERE ARE TWO PHOTOS OF ICONIC MUSIC PERSONALITIES:

MICK JAGGER AND BEYONCÉ.



Credit: Evening Standard / Stringer / Hulton Archive via Getty Images

CREATIVE GROWTH • The X Factor *continued*

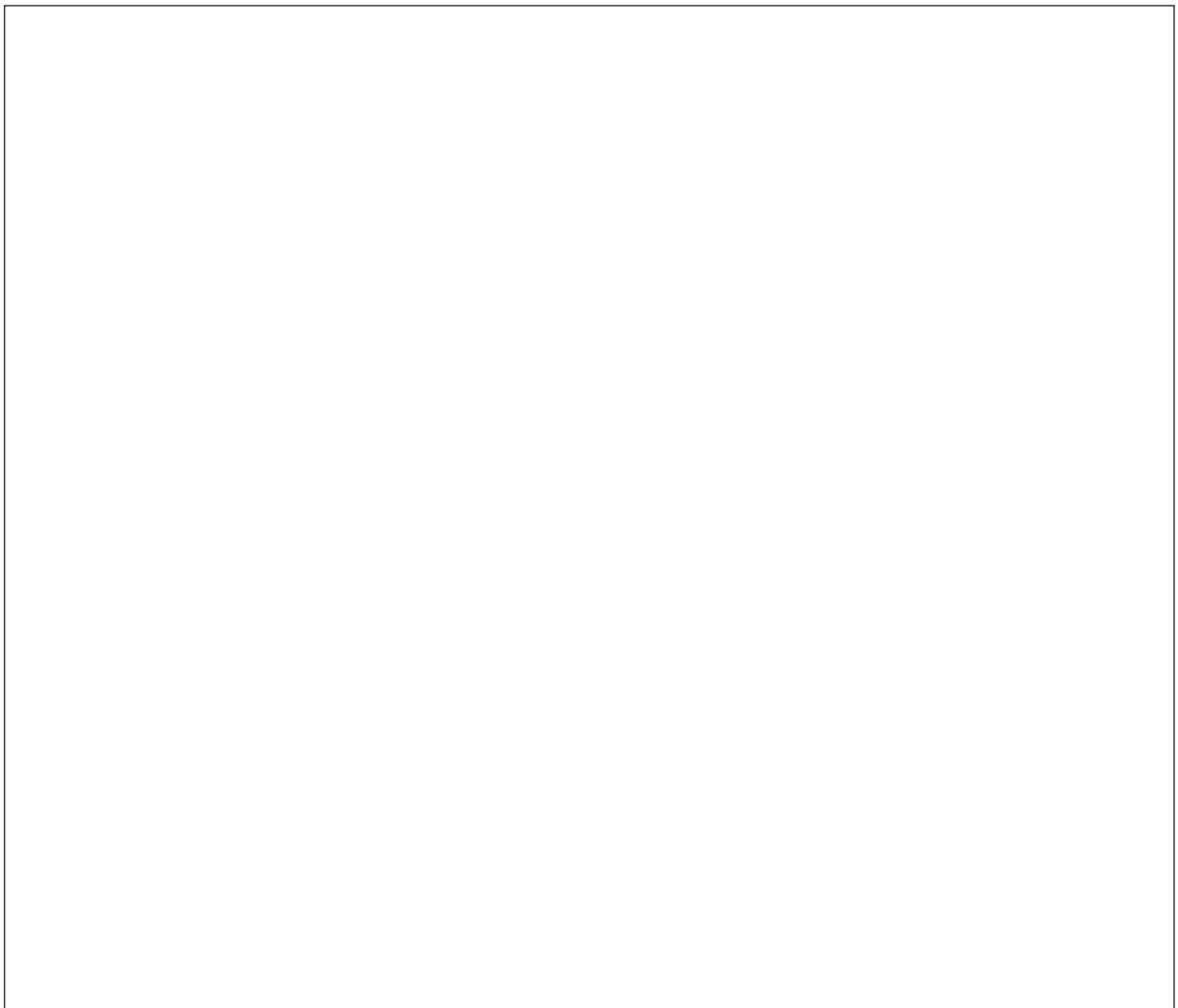
1. **Stare at these two pictures carefully.**
 - Check out their faces and expressions.
 - Think about what you are seeing and what makes them interesting and visually compelling.
2. **Select one of the two images to focus on.**
3. **Write five words that describe that person: e.g., *pretty, bold, evocative...* whatever comes to mind. Go!**
 - Here's a tip: Write whatever comes to your mind first and write fast.
 - Stop when you have five words.
 - Okay, now read the five out loud.



CREATIVE GROWTH • The X Factor *continued*

Now, here is your second exercise:

1. **Select the same image for a simple and fast *three-minute drawing*.**
 - Yes, we are going to scratch out a drawing of one of them in three minutes.
 - You must do this now or this book is worth nothing!
2. **Grab your pencil, prop the book page open, select one of them, and begin drawing.**
 - Let your arm and hand loosen up.
 - Work fast. Accuracy doesn't matter—expression does.
 - Creating YOUR work in YOUR way is what matters.
 - *Enjoy the experience and all the imperfection that may come with this.*
 - Go.
 - No judgment. Just draw!



CREATIVE GROWTH • The X Factor *continued*

Okay, let's review our workflow:

1. Read the five adjectives that describe the artist you selected out loud.
2. Turn the page and stare at your drawing.
3. What did this feel like?



ART-MAKING IS ABOUT HAVING "FUN FIRST!"

So, let's review.

- We did a basic written brainstorm to get loosened up
- Then we tapped into the spatial side of our brain to complete a draw-ing exercise.

Here is the takeaway: **We are all creators.**

You have to get comfortable with the first step and let go, which allows you to invest in your creative growth and paves the way for expanding your horizons and improving how you think. This enhances your health, happiness, and productivity.