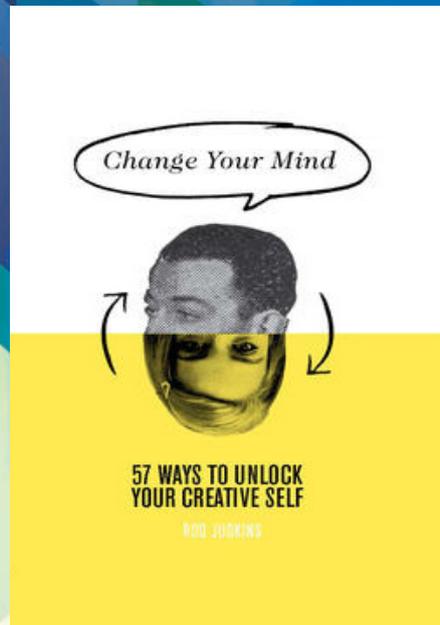


Change Your Mind

ROD JUDKINS



SALIENT POINTS

MOST CREATIVE PEOPLE ARE, IN FACT, JUST AS ORDINARY AS THE REST OF US. WHAT THEY HAVE IS A BELIEF IN THEMSELVES, AND THIS IS A SKILL THAT EVERYONE CAN LEARN.

CHANGE YOUR MIND REVEALS THE 57 HABITS OF SOME OF THE WORLD'S MOST CREATIVE PEOPLE. YOU WILL LEARN HOW TO UNLOCK THE CREATIVITY LURKING WITHIN.

ROD JUDKINS DISPENSE SOME NUGGETS OF WISDOM WHICH INCLUDE THE IMPORTANCE OF FOCUS, WHY YOU SHOULD NEVER WAIT FOR INSPIRATION AND HOW YOU SHOULD ALWAYS TURN A FAILURE INTO SUCCESS.

CHANGE YOUR MIND WILL UNLOCK THE CREATIVE GENIUS YOU ALWAYS KNEW YOU WERE.

CHANGE YOUR MIND

CHANGE YOUR MIND: 57 WAYS TO UNLOCK YOUR CREATIVE SELF

Great artists, designers, musicians and writers are ordinary. They come from ordinary families in ordinary houses, in ordinary towns, yet they become extraordinary. This book explains how they achieve that transformation.

- 1. YOU ARE WHAT YOU THINK YOU ARE:** The gift that creative people have is that they believe they are creative. Successful creative people like Beethoven, Picasso and Dickens always thought their work was great. Even when they were young and their work was in its infancy they had belief in themselves that they were the best. This self-belief accounts for 90 percent of the reason why they became the best.
 - 2. IF YOU CAN'T FIND A WAY, MAKE ONE:** The creative person's refusal to compromise can make them unpopular, but the important thing is to create at all costs. There will be tough times. There will always be critics. Something has to carry you through the difficult times. It can only be your inner belief in yourself. Happiness is not an absence of problems, but the determination to deal with them.
 - 3. KEEP GOING... EVEN WHEN YOU CAN'T:** To achieve anything worthwhile takes persistence. People understand that to become skilled at tennis or skiing you have to put in hours of practices. The same is true of creativity. Often ideas arrive in a flash of illumination, but they need to be refined, analysed and improved exhaustively. Ray Bradbury set himself the task of writing one short story every week. Ten years and 520 short stories later, he wrote strong enough to publish. Newton's idea that there was a force he later called gravity came to him in a flash when he saw an apple fall. He spent years developing and improving the theory.
 - 4. IT'S DOWN TO YOU:** Successful creative people work wherever they are and however they feel. They don't wait for ideal conditions because they may never happen. The perfect workplace or mood does not exist. The writer Jean Genet wrote novels when he was a convict in prison. He had nothing to write on so he used sackcloth and smuggled them out to be published. When Henri Matisse in his mid-70s and battling old age he became seriously ill and underwent surgery. Recuperating in France, he triumphed over his pain and disability and produced remarkable works of art. From his bed, despite the pain he
- was in, Matisse designed every single aspect of a chapel known as The Rosaire Chapel in Vence, France-the window, crucifix, candlesticks, stained glass windows and floor. This prodigious task was possibly his greatest achievement.
- 5. LIVE THE DREAM:** At school the word "daydreamer" is an insult. A child who dreams and has their "head in the cloud" is condemned as unrealistic and impractical. To allow the mind to wander off on fantastic adventures of its own making becomes something to be ashamed of. Yet everything we are surrounded by-cars, clothes, furniture, houses-was first a dream in someone's head: a fantastic adventure experienced in the mind. They dreamt it, drew it, then created it. The practical minded miss the fact that we live in a world of dreams. Dreams that have been made tangible. The mind needs to meander and roam. With freedom it ends up in unusual places, creating new worlds, new ideas, new inventions.
 - 6. STOP MAKING SENSE:** To live a creative life you need to be liberated from being sensible. Enjoy doing something for the pleasure of doing it. Not because it is the logical or rational thing to do. A technique called "Exquisite Corpse" was created by one of the Surrealist Andre Breton, to liberate the mind from logic and connect to the inner wisdom of the subconscious. An image is collectively assembled by a number of people. A person draws on a sheet, folds the paper to conceal the image, then passes it to the next person who continues it without seeing what has gone before, and so on. Participants draw without knowing the direction in which the others may develop the image. They sketch anything that comes to mind in a stream-of-consciousness way, whether trivial, perceptive or weird. Only at the end is the whole bizarre image revealed. The surrealist sought out the nonsensical and absurd because it liberated the mind from logic. Ideas and thoughts flowed freely.
 - 7. THINK IN IMAGES:** We live in a left-brain oriented society in which we are encouraged to think in words and numbers. Researcher have proved that the more creative a person is, the more visually they think. The creative develop ways to block out verbal thoughts. They visualise ideas. They form mental pictures of their subject or problem. This enable them to see their idea. Physicist Neil Bohr thought of the atom as a mini solar system, with electrons orbiting around a central nervous system. Einstein stated that numbers and language played no part in his thought process. He created "clear images which can be voluntarily reproduced or combined". Language and numbers are linear. One word follows another, one sentence follows another and on and on. You are forced to think in a logical, linear way. Visual thinking [right-brain-thinking] is much more fluid and increases inspiration.
 - 8. GIVE UP THE DAY JOB:** Successful creative people dedicate themselves to what they care about most. They don't get a day job to pay the bills and reduce their real passion to a hobby. Don't give yourself the option of mediocrity and safety. If you have something to fall back on chances are

visual poem in iron. They didn't have the nerve. It doesn't exist, but that hasn't stopped it becoming one of the most iconic building of all time. The drawing and photographs of the model appear in hundreds of books on the history of architecture. Tatlin refused to design a traditional building the authorities would have approved. If commissioned to do work, keep faith with your own vision. If you try to please others, you may end up with something that doesn't please them or you.

53. PLUG YOURSELF INTO AN ENERGY SUPPLY: Some people are good for you. They energise and enthuse you. Others are bad for you. They sap your power and drawn you in negativity. Many creative people are pulled down and destroyed by discouraging friends and family who want to lock them in a room marked dangerous. They are persuaded that creativity is risky and perilous. They want to paint, write, perform or play music but are discouraged to take themselves seriously. They become afraid to pursue their dreams. Their promise goes unfulfilled. Some people can make you feel energized and enlightened, while others make you feel tired, drained or irritated. They are toxic. Learn to identify them. Then keep away from them.

54. RULE YOUR MIND OR IT WILL RULE YOU: Creativity requires an understanding of the difference between discipline and self-discipline. Discipline is about self-denial and conformity to social or religious sanctions. External discipline uses rewards and punishments to regulate behaviour. It is restrictive and stifling. Self-discipline is internal. It is shaped by inspiration, pride and satisfaction. It's unaffected by rewards and punishments. The composer Irving Berlin set himself the task of writing one song everyday without fail. His songs left an indelible influence on the music of the 20th century. How did Irving Berlin produces so much quality work? He must have been genius? He didn't think so. He was humble when he explained how he wrote great tunes with memorable lyrics. He wrote an entire song, words, music, verse and chorus. Everyday. Many were poor quality and were discarded. But because he wrote so many, there were enough good ones to make him a success. His work was all about personal pride and meeting personal standards. Discipline is essential, but it has to be self-discipline. Discipline must come from within rather from without.

55. SET YOUR OWN STANDARDS: Aim to make whatever you are doing as good as humanly possible. There are often pressures on us to compromise, to do the best under the circumstances. Don't allow pressures to affect the quality of your work. Don't release anything second rate. Determine what is for you, the best. Set your own standard of what you think you can achieve. Be your own judge. Do not let the pressure of deadlines, finance or other peoples' expectations force you to compromise. The creative are committed to their own standards. For the creative, work and play are seamless. They do not divide their life into earning money or spending it. Their reward is achieving

inner standards of excellence.

56. TURN FEAR INTO FUEL: It's natural to feel apprehensive when embarking on a new venture. A writer start with a blank page, an artist, a blank canvas, and a composer, silence. Successful artists, musicians, and writers don't have any less fear when staring into unknown than anyone else. What distinguishes them is that they engage their fear. They turn anxiety into energy. Actions transforms their fear into vitality. Fear becomes fuel. All creative people feel dread and panic. The difference is that they feed off it. They turn it into positive force.

57. MAKE IT HAPPEN: If you want something to happen, you will have to make it happen. We find a million reasons to put off things. We talk, we plan and we procrastinate. Turning an idea into a reality takes effort. Only action will turn concepts into reality. If you want to have an impact, you have to do something to get noticed. While everyone else is thinking of reasons why a task is too difficult, impossible, the creative are thinking of reasons why it is possible. A creative mind is proactive, not passive. Things happen around creative people.



THE AUTHOR:

ROD JUDKINS is a fine-artist and lecturer based in London. He lectures in creative thinking at many colleges, including Central St Martins. Since graduating from the Royal College of Art he has had numerous solo art exhibitions in London and abroad. This is his firstbook.

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