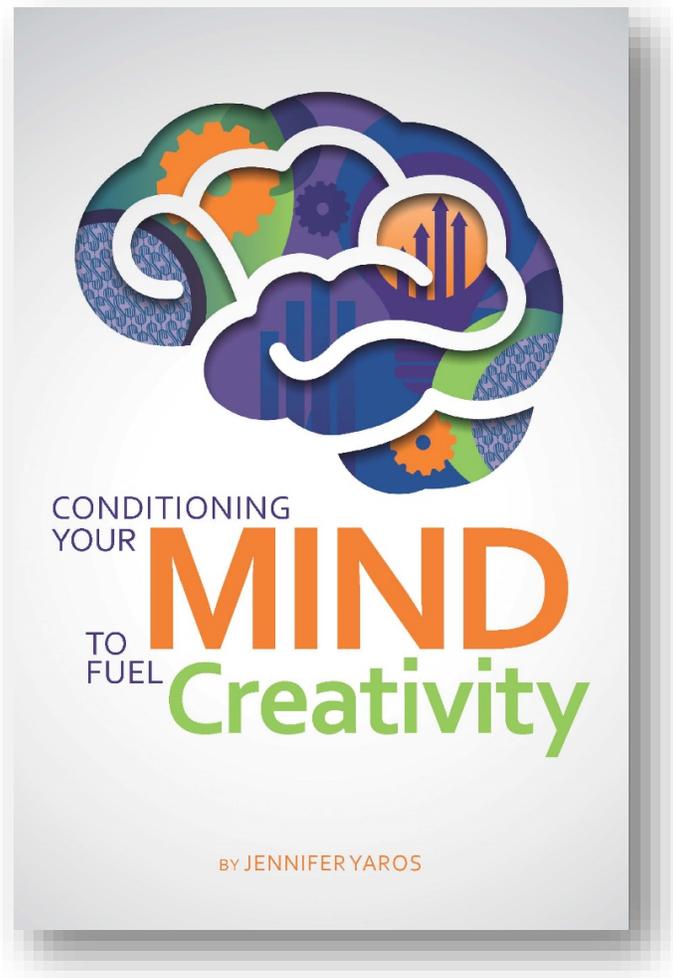


# CONDITIONING YOUR MIND TO FUEL CREATIVITY



Media Kit

What you need to know about the book

# Conditioning Your Mind to Fuel Creativity – Media Kit

## WHAT YOU NEED TO KNOW ABOUT THE BOOK

### WELCOME

Thank you for reading my media kit. I take your time very seriously and I don't believe in wasting one second. If you are interested in scheduling an interview or need more information to write an article, contact me by email at [jennifer@brainspark-creativity.com](mailto:jennifer@brainspark-creativity.com). If you are on deadline, include your phone number and I will call you back quickly.

I've created this Media Kit to make your job easier. If you need anything else, please email me.

When you publish an article or interview, please send me all the relevant links. I would love to send traffic your way.

—Jennifer Yaros

### What Is Included in This Kit

In this Media Kit, I've included the following information for your convenience:

**WELCOME**

**BOOK SUMMARY**

**ABOUT THE AUTHOR**

**WHY IS THE BOOK RELEVANT NOW?**

**INTERVIEW TOPICS / FOCUS**

**MEDIA DOWNLOADS**

**NEXT STEPS FOR YOUR AUDIENCE**

"In *Conditioning Your Mind*, Jennifer Yaros has created a how-to manual for those wishing to expand their creativity and break the shackles of cognitive conformity. The elegant simplicity of each chapter is made even more concrete by the application exercises woven throughout."

- Dr. Daniel Crosby, New York Times bestselling author of *The Laws of Wealth*

## BOOK SUMMARY

Creativity is the method of unleashing the mind to think in different ways and imagine new ideas. It goes beyond drawing or painting pictures, building sculptures, or craft making. At its most basic level, creativity is a set of ideas which leads to something new. It spurs innovation and can be used to improve the way you think. Creativity is also the secret sauce to enhancing a company's products, services, and processes.

In *Conditioning Your Mind*, Jennifer Yaros shatters preconceived notions about what creativity is and means. She explains it is not a talent only some people are born with and instead is an innate skill everyone possesses. Practice, she says, is the only way to nurture and grow it.

Through a series of unique and divergent learning activities, you'll learn how to prepare your body, thinking, and ego to be more creative. Yaros offers tips on how to block out the noise and tap into both the left and right sides of the brain.

Just as important, you will learn how to Fail ... Like a Genius™. Failure is the key to creativity, if done properly. Yaros provides a three-step method to turn your failures into creative ideas and innovative solutions. By changing your approach and overcoming your fear of failure, there is no limit to what you can imagine. In the end, *Conditioning Your Mind* rebuilds an image of creativity—with you at the center.



Jennifer Duncan

★★★★★ **A Fun and Engaging Read!**

October 31, 2018

An engaging examination of the concept of creativity and the creative process. I enjoyed the book and its "coaching" feel, challenging the reader in a fun and pragmatic way. As a provider in an interdisciplinary team in healthcare, the applicability of creativity in real-time problem solving is vital. I particularly enjoyed the science behind creativity and learning activities at the end of the chapters "strengthen and condition" my mind. Wonderful and highly recommended, as it will shatter your preconceived notions about your own creative potential.

### Watch the Book Trailer

Click the image or the link to start the book trailer.



<https://www.youtube.com/watch?v=dReefNfReTo&feature=youtu.be>

## ABOUT THE AUTHOR



Connect with Jennifer via:

Website: [www.brainspark-creativity.com](http://www.brainspark-creativity.com)

Facebook: JenniferYaros, BrainSpark

Twitter: @JenniferYaros

Jennifer Yaros is the Chief Creativity Officer of BrainSpark and Vice President of Operations at Radcom.

Jennifer is passionate about helping people tap into their own personal creativity and using it to solve business problems. She is the creator of the BrainSpark program, a creativity and innovation product offering from Radcom, an instructional design and technical writing consulting company.

Jennifer has been delivering training programs, creative thinking workshops, and process improvement plans for mid-size and Fortune 500 companies for over two decades. She also frequently speaks at industry events across the nation.

## WHY IS THE BOOK RELEVANT NOW?

### 1. Businesses need creativity to survive the long-term.

A study from the John M. Olin School of Business at Washington University estimates that 3 out of 4 of today's Fortune 500 companies on the S&P 500 will no longer exist in 2027. Once upon a time, the average life span on that list was 61 years, but since 1958 we have seen the average drastically shrink.

A killer of organizations is complacency. Your organization may be number one in your field now, but it will not be long before another organization figures out how to do what you do or make what you make. They will do it better, faster, and cheaper. The organizations that survive and excel are the ones that immediately look for the next "big thing" while they are still at the peak of their current success.

---

**Creative thinking is essential to all industries and is needed to solve process, product, and service issues.**

---



“Jennifer has the passion and ability to effectively promote the power of creativity.”

- Brian Fink, President & CEO at Duramax Marine

## 2. CEOs identify creative thinking as the number one desired competency.

Creative individuals share common traits and behaviors, and companies actively recruit for them. *Conditioning Your Mind to Fuel Creativity* explains the importance of the following creative traits and behaviors and how to develop and improve them.

Meditating or praying regularly.	Regularly writing in a journal.
Using every sense – smell, sight, sound, touch, and taste.	Recognizing that form is as important as function.
Regularly exercising.	Getting an adequate amount of sleep.
Don't always follow the rules.	Don't accept authoritarian assertions without critical examination.
Thinking often goes in a different direction than other people.	Having a sense of humor and /or facility for producing humor.
Occasionally having fanciful or imaginative ideas.	Actively seek out different perspectives.
Knowledge of other cultures and always learning more.	Open to feelings and emotions. Having emotional sensitivity.
Having a tolerance for ambiguity.	Making connections between two unrelated things.
Always learning something new.	Skilled at identifying and solving problems.
Generate a lot of useful ideas.	Accept and deal with failure – turning the failure into something new, learning from it and make improvements, or persevering and keep trying.
Have a tenacity and lack of inhibition (often spontaneous) in expressing of opinion.	Do not mind sharing credit for an idea.
Adaptable. Making do with what is at hand to reach goals.	Viewing obstacles as opportunities.
Soliciting feedback from friends, relations, and colleagues.	Competition is energizing.
Enjoy working with a team.	

### 3. You can learn and improve creativity.

Many people think that either you are born creative or not. The good news is that creativity can be learned. It can also be improved. But it requires practice.

---

**Creativity is a *method of thinking* that is different from common, every day thinking.**

**Art is a *product of creativity*. It is only one form that creativity may take.**

---

You may not realize it, but you already use creative thinking in many ways. If you are a parent, I'm sure you've used creative thinking to explain how Santa travels around the world in one night or to get your kids to clean their room.

How about your chore list? There is always more to do than there are hours in the day, but somehow you manage to check things off the list. You apply creative thinking to maximize your time and accomplish as much as possible.

Think back to when you first started out on your own. Money was probably tight. Remember all the creative ways you thought of to stretch your money to pay bills, put food on the table, and to still have enough to go out with your friends on Friday night? You apply creative thinking in everything you do, not just in art.

The key to improving and growing your creative thinking is practice!



Jan Davis

★★★★★ **Great advice for getting creative!**

October 29, 2018

I thought this book was a great introduction to the creative process. The book not only describes why creativity is so important, but it provides many practical exercises and ideas to help you tap into your creative side. As someone who is very analytical and struggles with failure, I especially enjoyed the activities designed to help me embrace failure. I also appreciated the practical suggestions for building your own creativity toolbox. I can't wait to try these activities with my team!

## INTERVIEW TOPICS / FOCUS

### How to Develop Creativity

To develop your creativity, you need to condition your mind to think creatively and generate ideas. Throughout *Conditioning Your Mind to Fuel Creativity*, I approach developing creativity the same way I condition for a 100-mile race. To finish an ultramarathon, it takes more than simply running a lot. I strength train with weights, so my core and upper body are as strong as my legs. I eat a balanced diet, so my body is properly fueled. I also practice running in difficult situations such as through cold, fatigue, and mud so I am mentally prepared for the challenges of the race.

In similar fashion, you can learn to condition your mind to think creatively by preparing your body and senses, preparing your thinking, and preparing your ego. Each of these aspects is important for creative thinking and generating ideas. The exercises and tools offered in the book serve as training tools. They are only effective if you use them and practice them. Remember, creativity is a skill which needs to be continuously developed and practiced for it to grow and improve. If you take this to heart, you will become confident in your ability to use your creativity to solve problems. As a result, you will approach challenges with a different perspective, unique solutions, and innovative ideas.

**“A strong take away from Jennifer’s thoughts ... If experience is the accumulation of life’s lessons, training ourselves to draw upon experience while ignoring preconceptions allows us to create opportunities out of obstacles. Training our minds to think positively and drive for favorable outcomes will spark creativity.”**

**- John C. Prusa, President at Highpoint Lawn Service & Turfware Equipment, Inc.**

### How Do You Fail Like a ... Genius™

How does failing like a genius equal success?

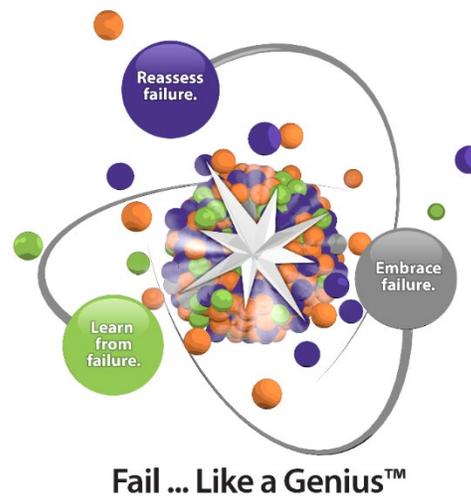
Failing is a part of life. It is also an important part of creativity. In *Conditioning Your Mind to Fuel Creativity*, I discuss how to Fail ... Like a Genius™. Only when you “fail like a genius” can you truly benefit from failing.

There are three ways to Fail ... Like a Genius™.

1. **Reassess Failure** - Repurpose your failure for a different use or different audience.
2. **Learn from Failure** - Identify the cause of the failure, make adjusts, and try again.
3. **Embrace Failure** - Don't get discouraged by rejection and persevere.

Let me explain how these three methods are applied by providing three stories of people who failed like geniuses.

The invention of the metal-spring toy called Slinky was initially a failure. Mechanical engineer Richard James was working on a project to develop springs that could keep sensitive equipment steady while at sea. James had a shelf full of flimsy springs that could not support the shipping equipment. One day he accidentally bumped into the shelf and watched as the springs gracefully walk down the shelf instead of falling. It was that moment James turned his failure into a success. He realized that when used for the original purpose, the flimsy springs were a failure, but if he repurposed them as a toy then they were a success. James's failure became a success because he found a different purpose and a different audience for his spring.



The Wright brothers built several gliders and planes before achieving flight. Each time they tested and crashed, the brothers studied what worked and what did not work. They then went back to the drawing board to improve their design. Not only did they learn from their own failures, they also paid attention to what other aviation pioneers attempted and failed to accomplish and made improvements on those ideas as well. Their process of identifying issues, adjusting, and trying again turned all the previous failures into a major success with the first flight on December 17, 1903.

Lastly, the founder of KFC, Colonel Harland David Sanders, solicited 1,009 different restaurants to sell his famous, secret fried chicken recipe so he could build a chicken franchise. Each restaurant rejected him. However, Colonel Sanders knew he had a winning recipe, so he kept trying. He did not let the fear of rejection stop him. He persevered and eventually he succeeded. Today KFC is the second-largest restaurant chain, as measured by sales, and KFC fried chicken is the Christmas holiday meal of choice in Japan.

## Sample Interview Questions

- What's the difference between artistic and creative?
- What if you are not creative?
- How can creativity be used in a business setting?
- Are creativity and innovation the same thing?
- In your book, you talk about preparing your mind, body, and ego. Is one of those more important than the others when trying to expand your creativity? Which one is the hardest?
- In addition to the book, are there any other resources available to help expand one's creativity?



Keith Flint

★★★★☆ **Are you ready to unleash your creative potential? Jennifer Yaros shows you how.**

October 25, 2018

Creativity is everywhere. Or at least it should be. In her book, *Conditioning Your Mind: To Fuel Creativity*, Jennifer Yaros presents an accessible introduction to the creative process, a compelling discussion of why interweaving creative ideation is crucial to ensuring innovative thinking for all organizations, and an instructive description of how it can be executed to the mutual benefit of participants and businesses alike. From encouraging us all to break free of our false assumptions, embrace non-linear thinking, and ask "What if...?", the author invites us to challenge the way we approach our work and, indeed, the way we engage in the world around us. If there is such a thing as a "practical" guide to creative exploration, this is it.

## MEDIA DOWNLOADS

A webpage has been created specifically for downloadable media assets including, photos, graphics, press releases, and logos. The web address is [www.brainspark-creativity.com/Conditioning\\_Your\\_Mind\\_Downloads](http://www.brainspark-creativity.com/Conditioning_Your_Mind_Downloads)

## NEXT STEPS FOR YOUR AUDIENCE

Your audience may be interested in learning more about my creativity and innovation workshops and presentations. Additional information is available on my website at [www.brainspark-creativity.com](http://www.brainspark-creativity.com).

I also frequently provide free tips, advice, downloads, and worksheets on my social media sites at:

Blog: [BrainSpark Blog](#)

YouTube: [BrainSpark](#)

Facebook: [Jennifer Yaros, BrainSpark](#)