

## A New Decade Creating a New Vision for the Future



A New Decade, A New Beginning and the theme is (drum roll please):  
Restore - Revitalize – Reinvent.....and "You Ain't Seen Nothing Yet."

Learning to ride the waves of change has become the status quo. We are being called to strengthen our ability to be creative and innovative; and to shift our worldview from "we are separate" to "we are interconnected". As old ways of thinking and operating collapse, the ground is fertile for new ideas and dreams to manifest as individuals and as a collective.

All too often our dreams, initiatives, and endeavors do not realize their full potential leaving us unable to generate and manifest fresh new possibilities.

Dreaming Reality: The Seven Phases of Creating™ is a proven process designed for individuals and organizations to install the best practices for building the courage and the competency to take on new challenges; come to terms with the past; and learn how to achieve individual and collective dreams.

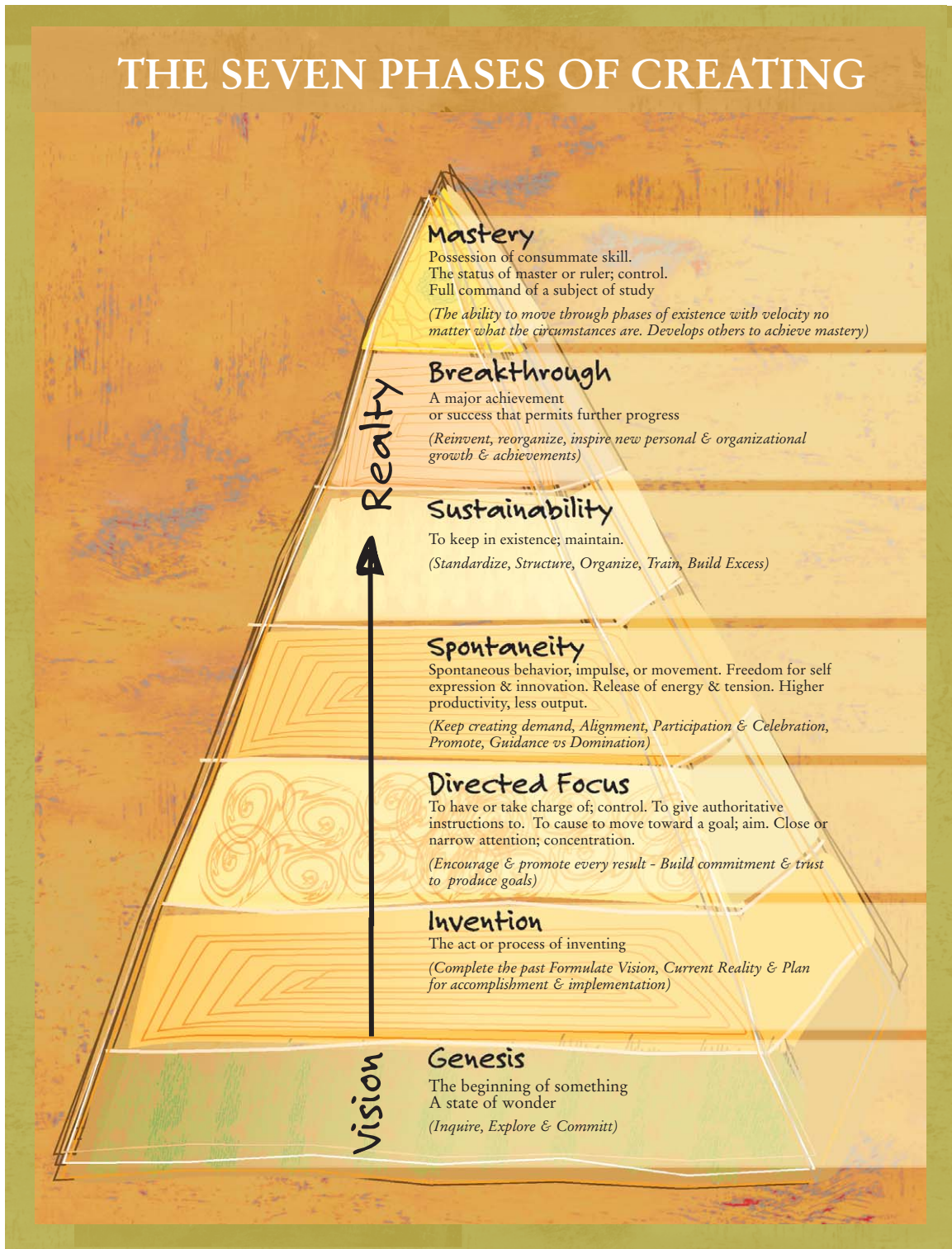
If you are an:

- **Individual** who wants to evolve your career, or become an entrepreneur,
- **Entrepreneur** looking to create a new vision, increase your revenue, or reinvent yourself and your business,
- **Executive** looking to have your organization be more innovative, inspired, motivated and successful in the market place.....

Mastering these phases will empower you to:

- Create fail safe endeavors
- Reinvent yourself and your business
- Manage change with grace and velocity
- Turn visions into profitable realities
- Be more innovative in today's market
- Generate, implement and integrate new ideas, systems and practices

# THE SEVEN PHASES OF CREATING



The Seven Phases Pyramid (fig.1) is a visual tool that we can use to see how each phase builds upon each other, and is interrelated. Understand that this is a process that appears linear, yet is a guide for accessing one's creativity and can be utilized in a nonlinear way. As one begins to master the phases, it becomes apparent that each phase is holographic; in that all the phases are contained in each phase.

First Identify which phase you or your organization is in currently then be clear on what your purpose and intended result is. For example:

Your business is in Phase V.- Sustainability and you want to evolve it to the next level or cause a Breakthrough- Phase VI; focus on maintaining sustainability while doing the work in Phase I Genesis and then Phase II Invention.

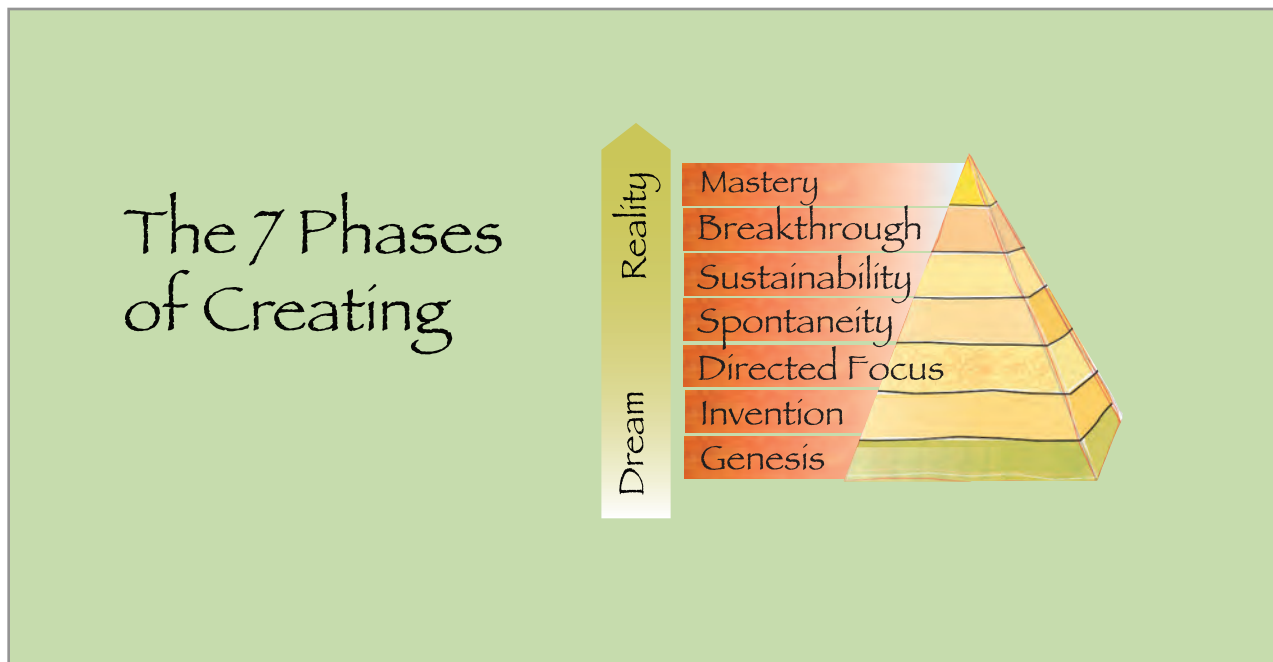
In today's market many are failing to take the time to do the work of these two beginning phases. They are more inclined to focus their energy on attempting to produce results to survive. This is fine as long as they simultaneously engage in the work of Phase I and Phase II; which will strengthen their marketing efforts in Phase III Directed Focus and the probability of moving on to Phase IV, V, VI, & VII.

This road map gives you a context for directing your energy into immediate productive actions!

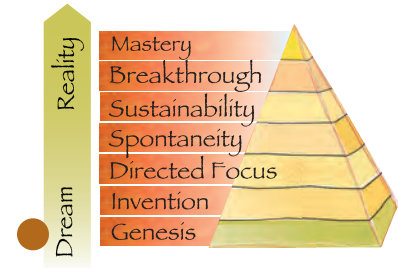
Used in conjunction with the pyramid, the following gives more detail of each phase distinguishing:

- The definition
- When Appropriate
- Key elements
- When the phase is complete

Most important: Have fun and enjoy this process!



# The 7 Phases of Creating



## Phase I: Genesis

Genesis occurs at the beginning of any endeavor. It holds the potential for all creation and is where you want to locate when it is time to entertain new possibilities for an existing venture or a new one. Either we are actively engaged in creating our life and our work, or we are just hoping something will happen as we watch entropy set in.

### Definition

- Beginning of something, a state of wonder
- Explore, inquire
- Use your imagination
- Visualize and invent new possibilities

### Genesis is appropriate when:

- Results are declining
- Boredom, stagnation, cynicism, or resignation is present
- Problems and breakdowns are overwhelming
- An endeavor or project is complete
- Stability is present and looking to cause a breakthrough

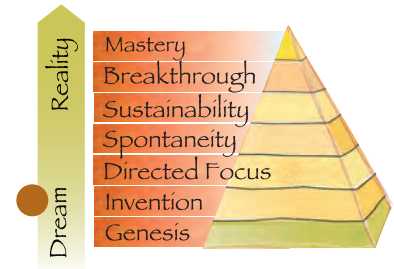
### Key Elements:

- Allow for play
- Freedom to express
- Don't allow judgment
- Do not worry about how

### This phase is complete when:

- Idea is clear
- It is declared as worthwhile
- Commitment is present

# The 7 Phases of Creating



## Phase II: Invention

Invention is where one builds a solid foundation for the possibility one generated in Genesis to be launched from. When this is not fully formulated, uncertainty will impede the next phase from evolving. As the endeavor matures into other phases, one will revisit and refine the steps in this phase.

Alignment happens in this phase. Whether you are an individual or a team, it is essential that everyone affected and involved is included and committed to the success of the endeavor.

### Definition

- The act or process of inventing
- Formulate
- Clarify
- Design
- How you plan to bring it into reality
- What conditions need to be implemented for success

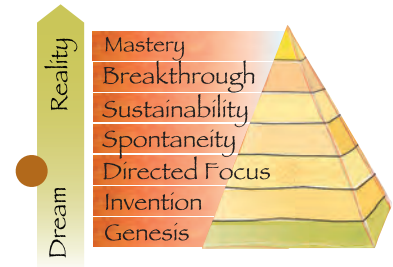
### Key elements:

- Complete the past – this is a vital step!
- Create a vision, a clear picture
- Create a picture of current reality
- Plan for accomplishment & implementation
- Create alignment - buy in
- Build confidence can do this

### Complete with phase II when:

- Foundation is in place
- Ready to announce to the world what you are up to
- There is a plan of action
- There is an eagerness and urgency to produce results

# The 7 Phases of Creating



## Phase III: Directed Focus

Directed Focus is where the dream begins the journey to becoming a reality. All intention and attention is focused on producing results demonstrating the endeavor's purpose being realized. This is where many endeavors fail. It takes tenacity and the willingness to keep generating the vision and commitment to move through resistance and any negative thoughts. As one focuses on producing results – one will naturally correct and improve on strategy, structures, etc., that were created in Phase II.

### Definition:

- Focused Attention & Intention
- Discipline
- Concentration
- Building muscle of keeping ones word
- Keep attention on producing short term results
- Know that there will be greater output than input

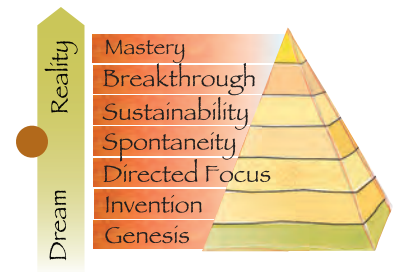
### Key Elements:

- Encourage & promote every result - no matter how small - as a validation that the endeavor is becoming a reality
- Build commitment & trust through appreciation
- Declare breakdowns immediately - find out what is wanted & needed and move into action

### This phase is complete when:

- No longer difficult to discipline oneself or others
- It is taking less output to get input - less effort
- Less tension
- Natural rhythm versus force
- Fun, joy

# The 7 Phases of Creating



## Phase IV Spontaneity

Spontaneity naturally occurs as a reward for all the energy and efforts brought forth in Phase III. Results begin to happen with greater ease. There is a sense of accomplishment and joy. The pitfall is that many begin to relax and stop doing what they were doing, causing results to decline. When this happens they need to return to Directed Focus.

### Definition:

- Spontaneous behaviors, movement, impulses
- Freedom for self expression - lots of natural communication
- Release of energy & tension
- Higher productivity
- Innovation
- Synchronicity

### Key Elements:

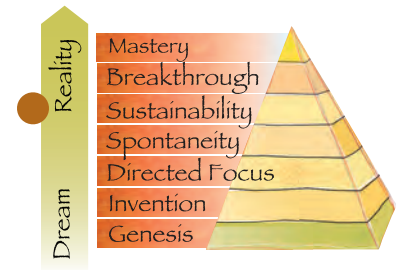
- Increase the demand by promoting results
- Keep inspiration high by keeping the vision present
- Encourage alignment, participation & celebration
- Do not trust or assume that anything is handled
- Guidance versus domination
- Clean up any casualties from phase II
- Keep meeting and planning

### This phase is complete when:

- When people want to get more organized
- Looking for leverage points - people, systems, resources
- Things are working more efficiently



# The 7 Phases of Creating



## Phase V Sustainability

To sustain an endeavor one needs to revisit the vision. Visions change over time and may evolve as one goes through the phases. Usually the mission/purpose remains the same. In this phase one refines the structures, systems, and strategic plan that will allow the endeavor to sustain. A pitfall here is the unwillingness or patience it takes to create a structure for sustainability. Once a sustainable plan is formulated and executed, to cause a Breakthrough utilize the formula in Phase I to begin an inquiry into what a breakthrough might look like.

### Definition:

- To keep in existence, to maintain
- Stable productivity.
- Output = Input
- Self generative, self reliant, self corrective
- Accountabilities & Goals are clear
- Measures are up to date & frequently used

### Key Elements:

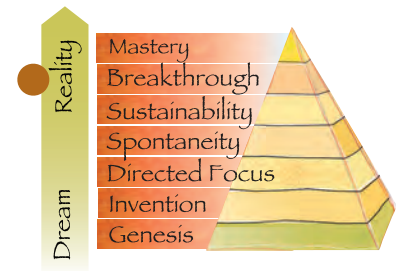
- Standardized, structure, organize
- Train and further develop skills, educate
- Build excess, surplus
- Authorize others
- Empower others by appreciation & acknowledgement

### This phase is complete when:

- There is continuous stability
- Progress is steady , can be counted on
- Systems are streamlined and working
- Relationships internally & externally are established and viable
- Thinking is less linear, more intuitive
- Wondering about "What else is possible?" - Phase I



# The 7 Phases of Creating



## Phase VI Breakthrough

When something breaks through chaos and uncertainty usually follows. There is a lot of creative energy generated and you want to harness this by using the formula in Phase II to formulate a container for productive actions that will ensure success.

### Definition:

- Major achievement or success that permits further progress
- A new discovery is made
- Quantum Leap - shift in one's perspective
- Chaos, overwhelm and excitement

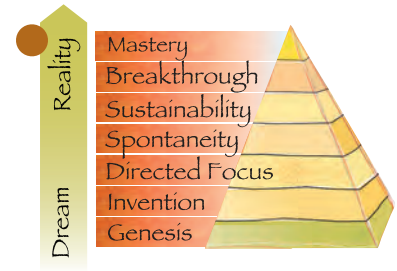
### Key Elements:

- New possibility is present due to using elements of Phase I - bridge from V to VI
- Reinvent using elements of Phase II
- Formulate what the opportunity is
- Resources needed
- Look at current structures and systems - invent new ones
- Establish roles and accountabilities
- Harness the excitement keep everyone focused by creating certainty

### This phase is complete when:

- Structures are in place that hold the breakthrough
- It moves through the phases and is stabilized and sustainable

# The 7 Phases of Creating



## Phase VII Mastery

Mastery is the ability to lead and manage any endeavor with ease. One can recognize what phase a person, organization, project or initiative is in and what is wanted and needed to further progress.

### Definition:

- Comprehensive knowledge or skill in a subject or accomplishment
- Control or superiority over something

### Key Elements:

- Mastery of The Seven Phases of Creating
- You can manage different projects and people appropriate to their phase
- Are able from Phase I to see a vision of any endeavor going through all the phases
- See the bigger picture while focusing attention and intention in one phase
- Not at the effect of the phases & can provide certainty & direction
- Ability to operate with velocity & calmness
- You are able to teach others to achieve mastery in bringing initiatives, ideas, dreams into reality
- You see and experience the future in the present.

### This phase is complete when:

- The truth is it isn't ever complete

I hope this article Dreaming Reality: The Seven Phases of Creating is useful to you. More in-depth material will be available in a book and DVD later this year.

For more information about Dreaming Reality: The Seven Phases of Creating and programs offered contact:

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#### **About Jo Anne Kellert, Ph.D., M.Ed.**

Jo Anne is a recognized executive coach and organizational consultant specializing in innovative leadership development. She empowers individuals and cultures of large organizations with the skills to move beyond the pursuit of incremental improvement and on to the consistent achievement of extraordinary results. In the past 20 years, she has infused her work with insights derived from her study of the ancient wisdom and proven practices of indigenous people around the world. Jo Anne effectively straddles the mythical and the real in a way that enables her clients to produce results without sacrificing soul. Jo Anne holds a Ph.D. in Business Administration, a MA in Education, and a BS in Design.