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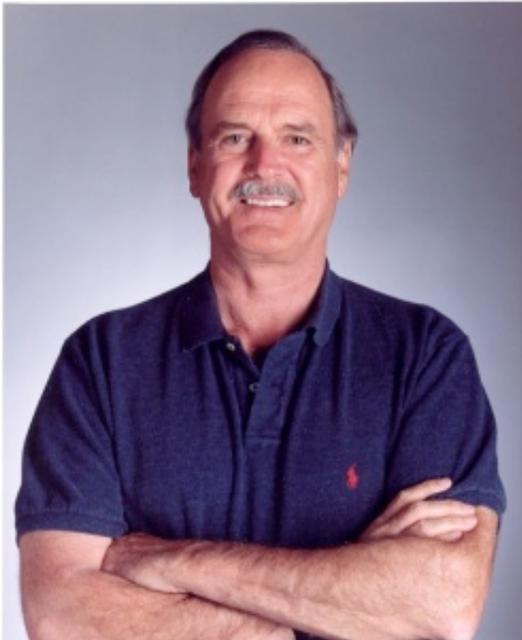
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YIBC: Look after your creativity and mojo

5th June 2009



By Anastasia Weiner - Business Correspondent



John Cleese

CREATIVITY isn't inert and can be learned - even if you're a busy business leader.

That was John Cleese's message at **YIBC** today as he emphasised the benefits and gains of letting creative juices flow.

The comedian, actor, writer and business owner espoused the virtues of the 'tortoise mind' - a state of thinking that is more contemplative, almost dreamlike, rather than the usual 'hare brain' fast thinking reactionary thought process dominant in today's business culture.

He described creativity as coming from the intelligent unconscious, which delivers awareness without the thinker being aware of it.

But he stressed the importance of finding the time and space to benefit from the tortoise mind.

"You have to find the time to put your feet up and just think," he said.

"However, in most offices if your boss saw you doing that he would think you were being bone idle.

"No one would have thought that if they saw Einstein put his feet on the desk!"

Fellow speaker Tim Sanders advised delegates to look after their 'mojo' - that feeling of complete confidence that doesn't waver or in Mr Sanders words "get flabby".

The American-born speaker, warned his audience to be aware of "small pie" disease, which forced people to focus on the negative and think that there "isn't enough to go round".

"There is enough to go round," he stressed.

"And capitalism is still the best system there is."

He recommended five rules to help business leaders look after their mojo and keep in the "groove" including exercising their "gratitude muscle".

Another piece of advice was to feed your mind with good stuff. Jargon-esque advice perhaps but the message was clear - think positive, see risk as opportunity and appreciate what you have in life.

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Name: Tim Sanders

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