

# THE JOURNEY OF LEADERSHIP AND CREATION

**By David Brownstein, PCC, CPCC**  
**[www.hollywoodcoaching.com](http://www.hollywoodcoaching.com)**

Whether we are writing a script, starting or transforming a company, or leading a cast and crew of thousands the creation of something new always requires an element of leadership.

The best leaders can stand in the middle of what may appear to others as a huge mass of confusion and creation and answer the question “Now what?”

And the degree to which a leader is willing to accept and acknowledge that their journey and development as a leader is critical to the success of the “project” is the degree to which the maximum change and efficiency can occur.

Here are the steps any creator or leader must take to bring something from an idea into reality. The more we can be conscious of the process and the steps the better we’ll be able to navigate the storms and obstacles that may appear on our journey.

## **1) DETERMINE WHAT YOU WANT.**

We start with an image or a vision of something we want, or want to create. It may be a simple desire for something that seems quite personal, or a grander “Vision” for a change that will affect many. The flash of inspiration that appears in our mind, and the journey to achieve it, is our own personal leadership challenge: our mission, should we choose to accept it.

What do you want? What do you want to create? What vision do you have in your minds eye for your business, your self, or your world? Exercise your visualizing muscle and expand beyond your immediate focus. What’s the big picture?

## **2) MAKE THE CONSCIOUS CHOICE TO CREATE IT OR NOT.**

You’ve got a grand vision. Now, using your best “left brain” skills of measurement, analysis, and interpretation of the reality of resources (time, money, people etc.) determine what’s doable and how much you want it.

What’s the first step? What do you need to know before you commit? Are you committed? What will it mean if you commit to this vision? Realize that it can be equally powerful to determine that you do NOT want to put your energy on this project or vision. This allows you to go back and visualize a different or modified vision.

### **3) ARTICULATE AND COMMUNICATE THE VISION.**

Planning to collaborate? Great, you'll have to enlist some support and help whether you're paying people or not. It can be an incredible challenge to effectively communicate something new to someone who doesn't see it. Get used to it and learn to enjoy the process. If people don't get it, enjoy the dance of learning to paint your picture in words. And if they still don't get it, consider whether your vision or words are as clear as they can be.

### **4) ASSEMBLE THE TOOLS, RESOURCES, AND TEAM REQUIRED.**

If your vision is big, you're going to need some help. Like a master chef, gather the best ingredients possible. Hire the best people, raise enough money, allow enough time for your creation to mature.

### **5) WORK THROUGH THE APPARENT OBSTACLES, WHETHER REAL OR IMAGINED.**

Yes, stuff happens. Get used to it. However the obstacles are the universe's way of teaching us to be better, more experienced creators. When I was college I had dinner with the great documentary filmmaker D.A. Pennebaker, who had studied engineering before becoming a filmmaker. "Filmmaking is problem solving" he said. "How do I communicate what needs to be said in this scene? How do I raise the funds for this project? How do I shoot this scene in such low light without breaking the mood?"

And the more subtle obstacles can be the things we're afraid to do, or the questions we're afraid to ask. What is the fear behind the apparent obstacle? What is on the other side of the fear? Whose help do you need to transform this obstacle into an opportunity?

### **6) MAKE USE OF THE BEST SKILLS OF OTHERS AROUND US IN WAYS THAT WILL GET WHAT WE WANT AND WHAT THEY WANT AS WELL**

Collaboration is an art form in itself. How do you get the best performance from an actor, a writer, a production designer or a production assistant? How are you inspiring others to do their best work in a way that serves your vision of where the big picture is headed? How do you balance collaboration and control?

### **7) LEARN TO ADJUST AS THE SHAPE AND CHARACTER OF THE DESIRED DREAM CHANGE.**

Nothing is written, everything is re-written. Your ability to be a leader and creator will be in direct proportion to your ability to adjust and modify your original vision to what's actually going on in your world.

## **8) STEP BACK, APPRECIATE WHAT'S HAPPENING AND ENJOY THE JOURNEY.**

We're never the same person at the end of the journey as we were when we began and what may have motivated us at the beginning may no longer seem relevant at the end. No matter how clear our picture was then, and no matter how much we remember what it was that we wanted then.

Your leadership position will only feel like a gift if you can enjoy the process and the product. Focus on completion, not perfection.

### **ASSESS YOUR LEADERSHIP SKILLS**

Which area is your company best at and where is there room for improvement?

Working with an executive coach trained in leadership development can help you and your company to do your greatest work with the greatest ease by allowing your leaders to be their most powerful and most effective.

For more information contact [www.hollywoodcoaching.com](http://www.hollywoodcoaching.com) 310-915-0580