

CREATIVE IDEALIST		
		<i>IN DEFENSE THINKER</i>
WHAT ARE THEY LIKE AT WORK?	-enormous vision for helping humankind, yet book cannot get off ground	analysis paralysis, spin mentally in isolation
	-playful and highly creative artist holed up in a studio, ignoring family	
	-plumb the secrets of the universe, yet sounds off rocker when talking about personal views	
GIVE THEM WHAT THEY WANT	New and novel ways to improve their lives	
	Connect a spiritual purpose to their work or knowing the science and technology behind a product	
BUSINESS DELIVERABLE	WAKE THEM UP!	
PERFECT CAREER OR BUSINESS	- Scientific field, computers, mathematics, music, art spiritual arts, creative playfulness in life	
	-if want to lead, have a KA partner or employee	
	-need ka to stay on tract and survive in the world you do not give much thought to - for finances, business coaching, negotiations, etc.	
	- let the world pay you for your creative ideas	
Motivation	Usually not about money but innovation	
Selling or Position	Ask about side jobs and hobbies	
	Computer programmers, bands, art, meditation, Buddhism, new science research, creating breakthrough healings or artificial intelligence	
	Inspire with ideas, not products	
	Hard time making decisions because their head is spinning with ideas	
	Focus them on something that gives them freedom and taps into their natural creativity.	
Pain to Resolve	Anxiety regarding relationships and money	
	Spin in their mind with ideas that go nowhere to avoid people	
	Inability to ask for what they are worth	
	Starving artist archetype, seekers	
	Invite them to stick to one thing in their work while building a creative process around it can assist with becoming solid and stable	

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Words to use	We are looking for someone who totally thinks outside the box	
	If you buy this, you'll solve...	
	Do this one thing, and you can share your brilliance with...	
	Light conversation	
	Allowing them to change the subject frequently bringing them back to topic by: Can you see how what you are talking about can integrate into this job?	
	Seeing them as creative geniuses, artist, writers, poets, or mathematical savants their anxiety will lessen.	
	lead through innovation	
	great tech people	
	heart of all innovation in science, technology, art and music	
	need CLs or KAs to support them in running a business to be successful	
Coaching	Not necessarily a good manager but good at brainstorming ideas with manager!	
Branding with Purpose	Color - Purple, Blue, Magenta and light-creating effects that seem to be expanding	
	Theme - enlightenment, mysteries, healing, new science, spirituality, soul, higher purpose, oneness, aliens, anything that challenges established thinking	
	Imagery - Angelic or spiritual, humor, creative art, imagery to capture the imagination. Imagery makes view look up. Hot air balloon, birds in flight, clouds and sunsets	
	Feel - more cerebral than emotional, but breathtaking. sense of going on an exciting fun ride	
	Energy - high with playful edge, up up and away, expansive, uplifting -not down or serious- expressed visually with bursts of light, stars, happy faces and shiny halos.	
Hire by Profile	Brilliant new ways to do something. Creative out of the box thinkers. Attract people who are ready for change.	
	Want something new and exciting going on. IT department, computer engineers. Mystical endeavors.	
Manage, Motivate, Retain	Creative and Playful. Do not tell them to quit goofing off or get organized. Let them be all over the place in their expression without judgment or censure.	Head spinning, dissociated, avoidant
	Value their ideas first, no matter how crazy sounding, and ask them questions.	Others don't value my ideas and will reject them

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	Accept that what appears to be distracted attention is actually a creative level of presence.	High levels of fear and anxiety keep them mentally spinning and unable to make clear decisions
	Never be aggressive with them physically or emotionally.	