



12 steps to a Creative Lifestyle

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and collaboration by Antonio Carlos Ruiz Soria

Economía Creativa
2021 Edition

PLAYBOOK - GUIDE



#CREATIVELIFESTYLE

Why Creative Lifestyle?

- Living creatively help us reconcile work and personal life.
- We are more creative, inventive and faster & easier dealing with unexpected problems or situations.
- Creativity gives us energy & strength.
- It allows us to combine our passions & interests.
- Creates our own way of living enhancing productivity, happiness and self-actualization.



The purpose of this Creative Lifestyle guide

This playbook guide presents 12 steps to a Creative Lifestyle, tested by Economia Creativa experience and expertise over more than a decade.

It is a brief guide to help you shape your Creative Lifestyle, your own rituals!

Just remember, what matters more is the everyday attitude of creativity, of seeing the world as an interesting and inspiring place, worthy of being explored. We hope you find it useful!

#CREATIVELIFESTYLE



01.

Develop a morning ritual

Start with a healthy and delicious breakfast with people you love. Brew your own coffee, care for the details.

Remember, 'The way you start the morning will affect your whole day'.

Take a morning walk or bike ride, preferably in the nature; it will boost your energy for the entire day. Repeating the same actions everyday it eventually creates your **ritual**.



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02.

Become a beginner. Learn, learn, learn!!

Learn new skills for work or for fun. Cook new dishes. Start growing herbs on your balcony. Learn new sport or join new classes and courses.

Become a beginner in something you think you may like. Creativity is all about learning and experimenting. If you want crazy ideas, learn and do some crazy things... and don't be afraid of negative feedback or responses.

03.

Surround yourself with creative and diverse people

Hang out with inspiring people; people whose life is interesting and creative.

Attend conferences and events (offline /online). Participate in openings. Visit new places, travel, meet new people. Listen to new music. Read different books, or watch diverse types of movies.





04.

Stop telling yourself you are not creative

If you tell yourself not to come up with new ideas, that you probably won't. Repeat every day: **"I am creative"**, we can tell, it works. We all are creative; we just have to believe in ourselves. And the good news is that **creativity can be trained!**

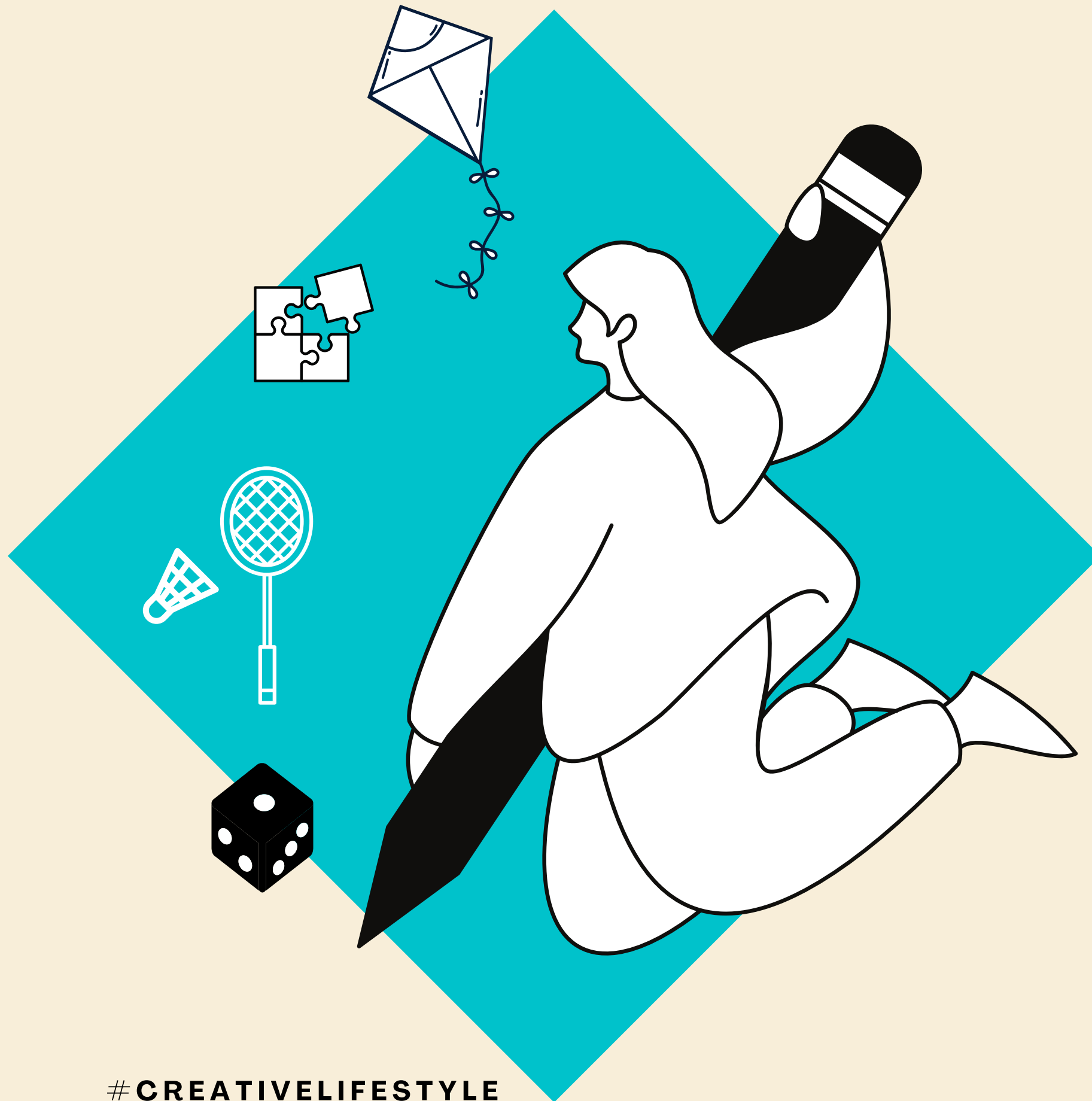
Everyone is creative in their own way - just because you're not good at painting or design it doesn't mean you can't be creative with anything else.



05.

Work anywhere, anytime.

Why sit at home when the weather is nice and you can easily work outside? Have you ever tried working with a laptop, e.g. in the woods, on the beach or in the park? This is the perfect idea if you believe in nature's endless health benefits. Changing your environment can positively alter the way you think, open your mind to new perspectives, refresh your mind, prevent stress, and help you come up with new ideas.



06.

Draw a picture, play and pretend

Even if you think you can't draw, no one ever has to see what you put to paper.

When you play, your mind wanders, and your subconscious has time to work.

Forget what other people may think. Wake up the child in you, allow yourself to play, to try new things.



07.

Remove obstacles to creativity

Being constantly online, the smartphone, and other interruptions... can hurt your creativity. That friend, who calls to complain about his life, can wait about until you can afford to be stressed about his problems. If your problem is lack of sleep, constant fatigue and lack of time to rest; try to prioritize. Anything that stops you on your way to self-discovery, development, and creation should be removed or reduced to minimum.



08.

Create your own luck and be curious

People who describe themselves as lucky tend to notice things more than self-described unlucky people. They also act on unexpected opportunities and network well with others, because they are curious. Always be curious about new things and people. You never know from whom you can learn, discover something or get inspired by.



09.

The art of doing nothing

Your mind needs a chance to calm down so it doesn't overheat or collapse.

Spending time in simple reflection and contemplation is essential to health and personal growth. Doing nothing is sometimes essential for creativity and innovation. Take your time to rest.

Constantly busy mind and multitasking are the worst enemies to creativity.



10.

Keep a diary

Write down your thoughts, ideas, concepts, and plans, things you have heard or seen to be worth note taken.

One day you may find in there something exceptional you will need in the moment, and it can give you new ideas.



11.

Be active and enjoy the nature.

Benefits of hiking and biking are countless. Walking or cycling through the forest in a tranquil setting can be a refreshing experience for your mind and all your senses. When you go outside, leave your mobile and other electronic devices. They will only distract you from the encircled beauty. Pick any spot along your favourite route or in your best-loved park and just enjoy the surroundings.



12.

Seek solitude

People who intentionally search out solitude tend to score higher on a measure of creativity. Solitude allows you to reboot your brain, unwind and clear your mind. Did you know that solitude enhances your social-emotional health and well-being? In a world that tends to be connected at all times, many of us find ourselves too often over-worked, over-extended and over-committed.



Creativity is more about our open minds and the ability to see differently, about the courage to try new things and lose the fear of failure; about curiosity and imagination, rather than just skills.

- Justyna Molendowska-Ruiz

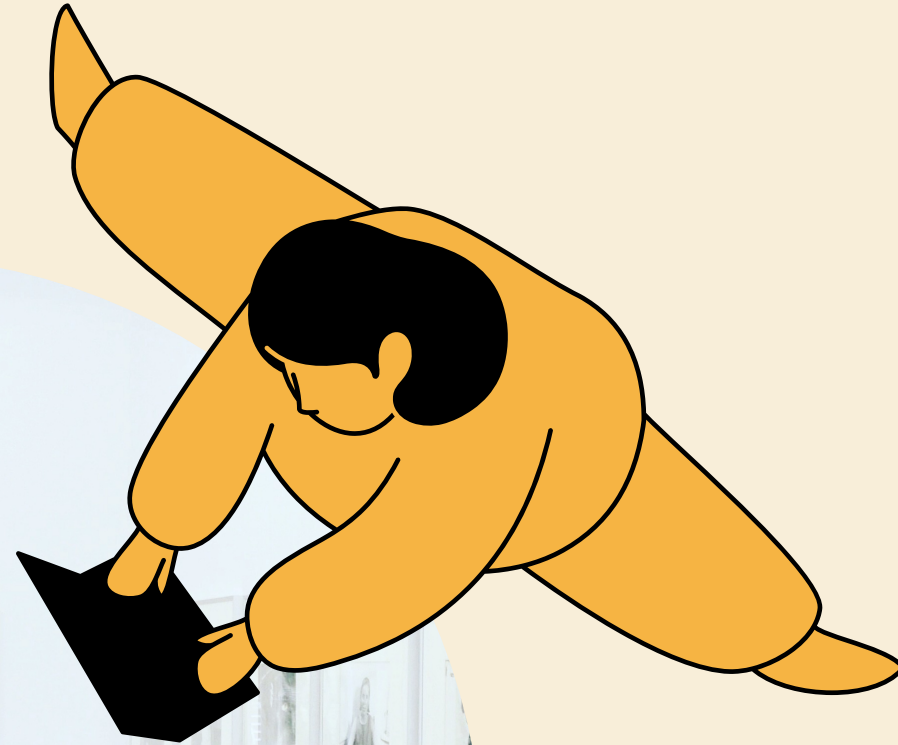


The key to creativity is continuous learning

- Antonio Carlos Ruiz Soria

Author

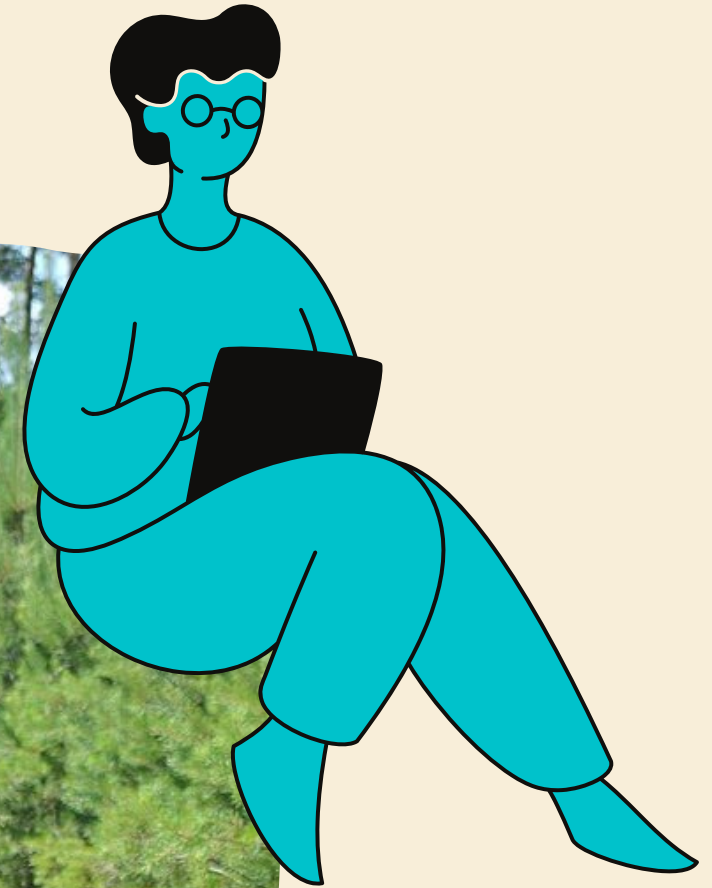
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Discover how EC can help you

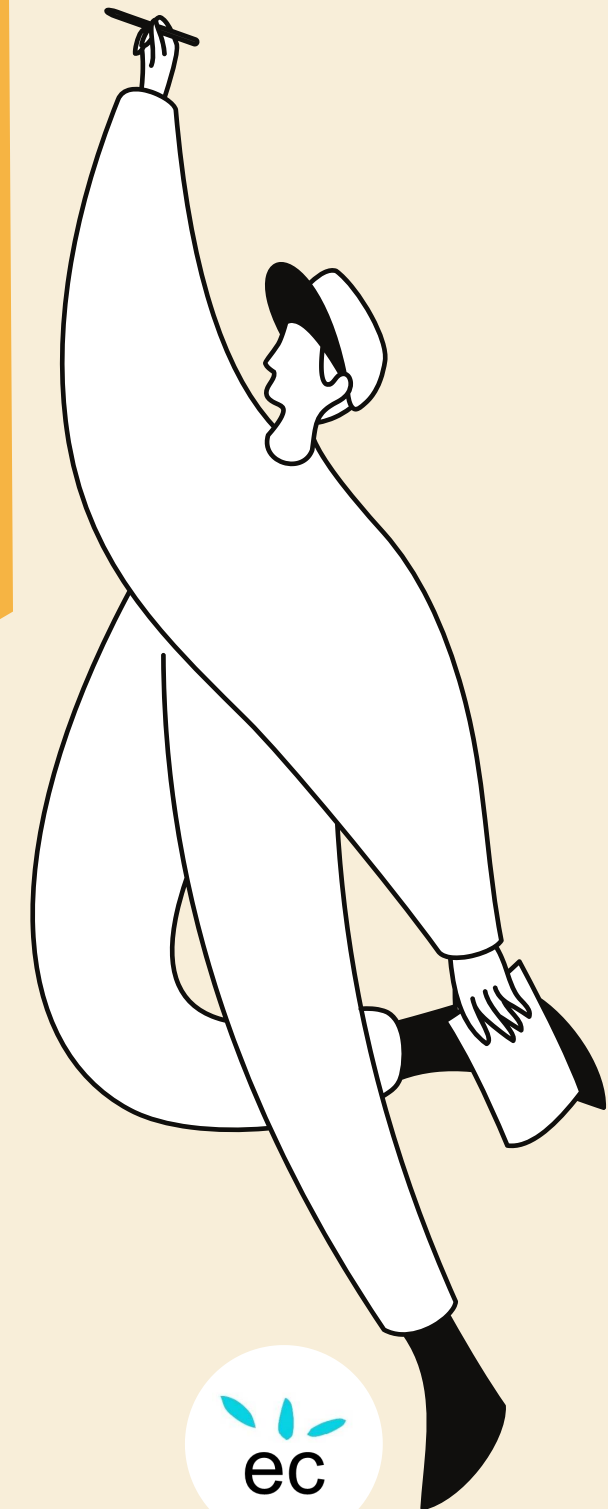
Personalized Training

To help you craft your creative lifestyle that can enhance your well-being and self-actualization as well as your performance and productivity at work.



Inspirational speaking and team trainings

Inspirational and motivational capacity building training for businesses and organizations to embed creativity into their organizational culture



Mapping Creativity

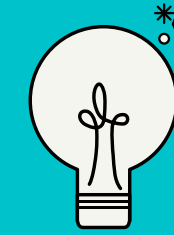
Benchmarking creativity, creative talent and lifestyle assessments, impact studies on creativity and well-being for organizations and territories.

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Creativity that transforms.



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