

# Art and the Creative Process in Times of Change and Transition

## The Creative Process

- **Preparation:** gather information; get curious about how you see the problem/challenge, collect facts to find new solutions, brainstorm, conduct research
- **Incubation:** process ideas and organize options; mull things over; think about options based on how you see the challenge and facts
- **Illumination:** ideas mature; new ideas and options emerge; “eureka” or “a-ha”
  - See roadblocks as opportunities
  - Perceptions become new ways for problem-solving
- **Evaluation:** evaluate the a-ha and explore whether it align with the goals/vision
  - clarify the process/path/understanding
  - tweak the a-ha to help you achieve your goal
  - observe what works
  - reflection
- **Implementation:** confirming, testing, and experimenting; will likely be iterative and need refinements; final product is shaped by feedback and discovering what works

## Definition of *expression*

**Noun:** the process of making known one's thoughts or feelings.

**1a:** an act, process, or instance of representing in a medium (such as words, an image, or a dance)

**1b:** something that manifests, embodies, or symbolizes something else this gift is an *expression* of my admiration for you

**(2):** a significant word or phrase

**2a:** a mode, means, or use of significant representation or symbolism *especially:* felicitous or vivid indication or depiction of mood or sentiment read the poem with *expression*

## Synonyms

articulation, formulation, phrasing, statement, utterance, verbalism, voice, wording

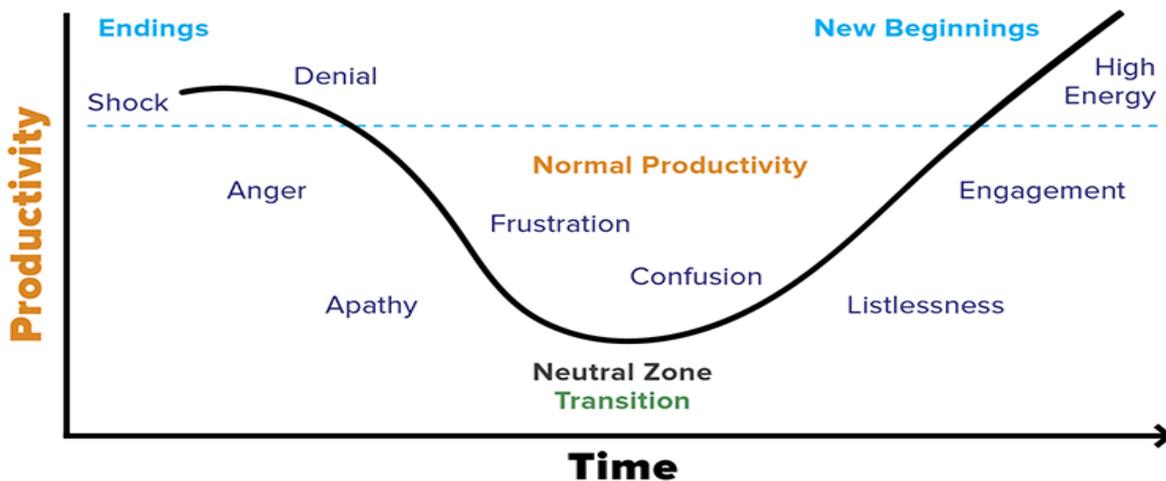
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## William Bridges', Transitions Model

The Transitions Model was created by change consultant William Bridges, and was first published in 1991 in his book, "Managing Transitions." Bridges makes a subtle, but important distinction between change and transition. Change is something that happens to people, even if they don't agree with it. Transition is internal. It is what happens in our minds and with our emotions as we experience change. Change can happen quickly. Transition usually occurs more slowly.

There are three stages of transition. People go through each stage at their own pace. If one is more comfortable with the change, they will likely move through the stages of transition more quickly. If one is uncomfortable with the change, they may spend more time at stage one or two.

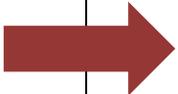
Transition Stage	What's Happening	How to Make the Change Work
Ending/Letting Go	Emotional upheaval: fear, denial, anger, frustration, disorientation, a sense of loss, resistance.	Expect and accept a variety of emotions; listen with compassion, communicate frequently; treat the past with respect, be a visible leader, clearly define what's over and what's not
Neutral Zone	A time of confusion and even resentment toward the change. Low morale and productivity. A great place for innovation and creativity.	Provide guidance and direction; encourage more involvement/ownership, continue communicating, increase collaboration, share success stories and ideas, give feedback on performance, be visible.
Beginnings	The new situation is accepted. Energy is high. People are committed and there are signs of success. You have a new sense of purpose and identity.	Link personal goals to organization goals, paint a picture of the future; create opportunities for quick success, increase training and development (values, behaviors, skills). Celebrate.



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## From VUCA to VUCA 2.0

VUCA is a military acronym that has gotten some attention in the last few years. Former Medtronic CEO Bill George published an article calling us to move from VUCA to VUCA 2.0, so that we can more quickly move through complex, chaotic changes in organizations. Other authors and thought leaders have built on the idea, too.

VUCA	VUCA 2.0	HOW
Volatile 	Vision	See through the chaos and volatility; formulate a clear vision/view of the path forward and how YOU want to be during the change and transition.
Uncertain 	Understanding	When things are uncertain around you, be curious and deepen your awareness and understanding of yourself. Know your strengths, minimize the impact of your weaknesses; understand context, market and competition better than they understand themselves. Fear drives the negative aspects of uncertainty. Hope drives the positive. Understanding ourselves can create certainty and hope.
Complex 	Courage	Step up, get outside of your comfort zone; continue to be curious and make audacious decisions and take quality risks. Focus on what you can influence and control and be courageous there.
Ambiguous 	Adaptability	Be flexible. Recognize when you need to adapt to changing circumstances, while staying true to your vision. Like the creative process, notice when you need to make modifications to what you're doing/your approach in order to reach your goal.

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## REFLECTION ACTIVITY: Personal Reactions to Change

### Individual Reflection:

- Think of a big change in your home or work-life either positive or negative that was a significant adjustment for you.
  
- Reflect on the stages of transition for this change, without judging yourself with where you are in this process, what are thoughts and feelings that you associate with this change today?

### Table Discussion:

- Share the thoughts and feelings with your change with someone at your table. Listen to their experience as well.

## USING ART to Make MEANING of our Experience

### Gallery Walk

Review the various forms of art and media posted in the room. Think about the change you just described. Pick an image or form of media to use for expressing some piece of the change you are experiencing: stand by that image when you decide.

Share with your small group how the art represents your reflection on the change

- What metaphor does this image represent for you with regards to your change?
  
- How does the art form express how you are thinking or feeling about the change?

### Large group debrief

- What have you learned about the process of change based on your own experience?

## Community of Practice Sharing

### Table Discussion

- How can you use this form of reflection with your clients?
  
- What are some other ways you could use ART / media to help others express their experience or support them in the transition?