

BREAKTHROUGH STORY COACHINGSM

Opening the creative flow for blocked creatives and visionaries

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The BTSC Process B-E-R-S-T = Flowing

Creativity blocked?

At one time or another, almost every creative person confronts being blocked—where, instead of creative impulses, there are only relentless internal voices telling disparaging stories, raising doubts. And the doubts often lead to desperation and panic.

I use a revolutionary concept of story to unblock creatives hopelessly confronting empty pages—so they can discover their next great idea and make it real. My clients include:

- Writers, artists, composers, directors and others who want to be truly original and who are blocked or fighting a deadline
- Difference-makers, entrepreneurs and visionaries who want to improve their organizational vision or who are confronting a crisis or destructive conflict

You don't have to be a victim of your stories—stuck, frozen, and cut-off. *Here is a new strategy...*

The Process: B-E-R-S-T = Flowing

Breakthrough Story Coaching is a process. The B-E-R-S-T Process utilizes five elements mediated by your internal stories, reframed to offer a new perspective for understanding and responding to *blocked*—so blocked becomes opportunity. These elements work together to refresh your relationship with creativity and help you get back there when you lose your connection:

- **Blocked:** What is your internal story really about? Blocked may be a misperceived opportunity—perhaps an opening to grow as a creative. You may feel stuck, but in the stuckness there is usually an important truth, often an insight about you, your attachments, or the way you are relating to your creativity.
- **Elimination:** Creativity is a process of discovery. While you can't eliminate every internal and external distraction, you can put them aside for later or see through them. Admit that cleaning your desk, thinking about someone you met, playing solitaire on your computer, or relying on drugs or alcohol will probably not get you where you want to be.
- **Relationship:** Recognize you are in a relationship with yourself, your creativity, and your craft. Do you say, “I have to write today” or “I get to write today”? Your



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creativity can be a beloved that you look forward to seeing. That relationship can be filled with doubt, deceit, and tension. Or you can make it one of joy and discovery, vibrant with opportunities and something to celebrate.

- **Space:** Give yourself the space to grow your craft. Make your physical space one of commitment—where you will focus on your work, and not anything else. It's okay if nothing comes that day. You can let the story happen or not, and still be accepting of yourself, your experience, and your work product. There is gold in bad first drafts.
- **Trust:** Trust the creative process, yourself, and your connection with the source of creativity. Remember gratitude and appreciation.
- **Flowing:** You may realize Flowing and Blocked are two sides of the same coin. They seem contradictory and incompatible. But they are actually opposite ends of a continuum, with one side stifled and cut-off and the other open to connection and creative flow where you touch your inner truth. They are the beginning and end of a circular continuing process—where blocked is seen as a station on the journey, not something to be feared.



Origins and next steps

Breakthrough Story Coaching is the product of the work I have been doing for 20+ years involving creativity, conflict, exoteric psychology, and client relationships with their internal and external worlds. In addition, my work in the entertainment industry with creatives, as a coach with executives and others, and as a strategic business consultant has provided a dynamic frame for opening and supporting the flow of creativity.

Every new category of creatives will inevitably struggle with feeling blocked—including those who create VR experience and those who use AI to produce works that inspire others.

Perhaps your creativity isn't flowing now. Or you may have experienced that frustration in the past. Contact me if you recognize it's time to stop complaining and actually do something about it. I look forward to speaking.