



MaverickMinds

shift your thinking

LEADERSHIP • CULTURE • PEOPLE • COACH

COACHING FOR CREATIVITY

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Maverick Minds

If you want to go fast, go alone; if you want to go far, go with others



What is Coaching?

The EMCC (European Mentoring and Coaching Council) describe coaching as a professionally guided process that inspires clients to maximise their personal and professional potential. It is a structured, purposeful and transformational process, helping clients to see and test alternative ways for improvement of competence, decision making and enhancement of quality of life. The Coach and client work together in a partnering relationship on strictly confidential terms. In this relationship, clients are experts on the content & decision-making level; the coach is an expert in professionally guiding the process.

What is Coaching for Creativity?

Coaching for Creativity is a professional service with an emphasis on individual, team and organisational creativity and creative development. Creativity is our greatest and most sustainable resource and is seen as a major capability and quality needed in the 21st Century and identified in World Economic Forum's Future of Work Report. The shift to the Era of Creativity requires people to develop and apply creative skills, creative thinking and creative expression in all aspects of our lives. Creativity is one of the greatest contributions we can make in society. Developing creative confidence and resilience provides enormous benefits and is essential to our survival and wellbeing. If your desire and need as an individual, team, or organisation is to create positive change then working with a coach is a vital resource.

Coaching for Creativity is a way for leaders, managers, creative professionals, entrepreneurs, small businesses, and executives as well as teams to focus on what is important in relation to their personal and professional interactions, communication and actions.

Coaching for Creativity provides precious time and space for inquiry and reflection. It offers a pause and a safe environment to contemplate - in an ever increasing complex and 'busy' world. It equips people with ideas, methods, strategies and techniques to help people design a more meaningful and purposeful future. In a rapidly changing and complex world understanding and knowing your individual and organisational purpose and the systems you work in are essential to a sustainable, innovative and prosperous future. It also contributes positively to creative wellbeing.

Coaching is a way to explore what is possible and beyond. There is evidence that professionals need time to reflect on their professional practice to gain insight and deeper understanding and meaning of what they do, why they do it, and how they do it.

Coaching for Creativity is future focused. Coaching for Creativity is not therapy, counselling, or training. While coaching can at times feel cathartic or therapeutic it is not diagnostic or prescriptive. It does not involve dealing with and treating mental health issues or health issues in general. Cathryn Lloyd, Maverick Minds does not provide professional advice and services and should not be interpreted as such.

How does Coaching for Creativity work and what are the benefits?

"If you always do what you've always done, you'll always get what you always got"

If you want different results you need to do things differently. If you want to change the 'business as usual' mindset, working with a coach provides a platform to gain new perspectives and explore new ways of doing things. Coaching helps clients question and affirm decisions made and the direction headed.

Coaching for Creativity is a co-creative, collaborative and emergent process between the client and coach. Each client and coaching relationship is unique and as such there is no one set formula for working together. A key outcome of coaching often expressed by clients is the opportunity to 'mull things over' in confidentiality with a person they trust. This is where the collaboration and creativity between client and coach resides. It is in the space between the client and the coach – the 3rd Space - where new possibilities and clarity for action emerge.

Coaching for Creativity helps individuals, teams and organisations:

- Discover what is important
- Develop greater self awareness
- Uncover what is possible
- Help keep dreams, aspirations and visions alive
- Grow your creative business and creatively grow your business
- Identify opportunities
- Develop a creative mindset
- Cultivate a creative workplace culture
- Identify and work realistically with internal and external challenges
- Design meaningful ways to take creative action
- Gain greater confidence in creative abilities, problem solving and decision-making

What do Creativity and Creative Development Coaches do?

There are a number of ways coaches works with clients. At the core of the Coaching for Creativity relationship is mutual understanding and appreciation that the client has the ability, qualities, and capability to create positive change and identify opportunities to enable that.

In the coaching process the coach holds the space for the client to explore what is emerging, listens deeply, asks curious open questions and clarifying questions. A coach may offer insights. A coach encourages and curiously challenges their clients. A coach may suggest alternative ways for the client to engage or inquire into their situation. A creative coach may offer other innovative inquiry methods as part of the coaching process. This is discussed and negotiated between the client and coach as to what coaching approaches may support and encourage deeper reflection, insight and action. At all times the client is in control and makes decisions about what path or direction they wish to go.



A coach helps clients:

- Get started
- Get clear with their purpose
- Identify and define what is important and what motivates them
- Make choices
- Stay motivated, connected and committed to their vision, dreams and goals
- Challenge themselves
- Nurture their creative ambitions
- Get unstuck
- Stay focused
- Re-inspire, re-engage, re-frame and re-invent
- Take meaningful steps to make progress
- Take creative action

Who can benefit from Creative Coaching?

Anyone can benefit from working with a creative coach. Individuals, teams, organisations, leaders in large organisations, small business entrepreneurs, social enterprises, not for profit organisations, creative practitioners and people/organisations in transition can benefit from working with a coach. Working with a coach helps clients to:

- Innovate, create and bring about positive change
- Explore complex challenges and uncover possible solutions
- Work through resistance and anxiety
- Stay accountable
- Focus time, attention and energy on the right things
- Bring creative ways of being and doing to professional work
- Voice concerns
- Help identify what is going on
- Shift thinking and find clarity
- Gain new perspectives and insights
- Participate in professional practice-led inquiry
- Manifest and bring to life creative endeavours, business ventures, and projects
- Explore openly, curiously, and spaciouly, dreams and aspirations
- Maintain motivation and commitment



Dr Cathryn Lloyd - Your Creative Coach

With experience across creative industries/arts/design, management, education and business I bring a unique range of skills and knowledge to my coaching practice. I have a particular interest in working with clients to cultivate creativity, self-awareness, resilience, creative intelligence and creative leadership (CreativeShip). I use a blended coaching methodology that includes ontology (ways of being), practice-led and 'artful inquiry' and draw on processes such as action learning, reflective practice, provenance and appreciative inquiry. My arts and design background allow me to use a range of arts-based methods such as images, stories, nature, mindfulness and journaling to support creative inquiry. I work flexibly and collaboratively with clients. As a creativity coach I listen, support, encourage, and challenge my clients to explore and take ownership of their creative life, projects and businesses.

As a business owner, educator and creative practitioner I know the joy, challenge, anxiety, uncertainty and fulfillment that can emerge from being in business, academia, and wanting to create and live an artful life. I am Australia's first certified creativity coach with the Creativity Coaching Association (CCA). I have a foundation in Ontological Coaching with the Newfield Institute; Brain-Based Coaching Conversation Skills with the Neuroleadership Institute; certified foundations coach (ITCA) with the Global Team Coaching Institute (GTCI) and the European Mentoring and Coaching Council (EMCC) and a member of the EMCC; certified master facilitator with the Institute for Learning Professionals and a member and facilitator with AITD - Australian Institute for Training and Development and Team Management Systems - Accredited Practitioner. I am the author of *Seriously Playful Creativity: An A to Z of Creative Action and Reflection* and co-author of *The Story Cookbook: practical recipes for change*. I enjoy being the creator and host of *Maverick Minds Podcast*.

What is a Creative Development Coach-in-Residence?

I am available as a Coach-in-Residence with businesses and organisations. As a Coach-in-Residence (working in your business and with your people at designated times) I can customise a coaching program that offers the most appropriate, flexible and effective way to engage with your people and business that gets results.

While training can increase productivity by 28%, it has been found that adding coaching to training and learning increases productivity by 88%. A coach-in-residence can benefit your organisation in a number of ways and work with you to:

- Explore relationships, systems, processes, leadership and learning through a coaching lens
- Develop a creative culture and mindset – essential in a changing and complex world
- Work creatively with change and complexity
- Identify opportunities
- Create a solid and safe foundation to explore new ways of thinking and doing

The Coaching Relationship

Coaching is a confidential and collaborative working partnership between Client and Coach. Trust and accountability are at the heart of the coaching profession. The purpose, duration, and approach to the coaching relationship and sessions is designed, negotiated and agreed between the Client and Coach.

By entering the coaching relationship, both Client and Coach acknowledge the Client's desire to create positive change and make improvements. It is ultimately the client's responsibility to take action and create change.

Guidelines for Client

- As the client you understand that coaching is not to be used as a substitute for professional advice such as legal, medical, financial, spiritual or other qualified professions and you will seek professional guidance as and when necessary.
- You understand that all decisions made in the coaching environment are exclusively your own and you acknowledge that your decisions and actions are your sole responsibility.
- As the client, you understand and agree that you are fully responsible for your physical, mental and emotional well-being during the coaching sessions and that you will seek any other professional help you require. You may or may not inform the coach about this. This does not mean you cannot continue the creative coaching sessions in conjunction with other professional help.
- As the client you are aware that you can choose to discontinue the coaching and will provide two weeks notice in the event that there is a need to discontinue the coaching.
- As the Client, you understand that certain topics may be anonymously, and hypothetically shared by the coach, with other coaching professionals for supervisory purposes or with potential clients to help provide generic information about the coaching process.

Professional Conduct with Clients (the Coach)

- As the coach I will ask/suggest my client seek the services of other professionals if deemed necessary or appropriate.
- I will strive to recognise personal issues that may impair, conflict or interfere with my coaching performance or my professional coaching relationships. Whenever the facts and circumstances necessitate, I will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or discontinue the coaching relationship.
- As a coach and member of the EMCC I adhere to the ethical standards set by the European Mentoring and Coaching Council <https://www.emccglobal.org/quality/ethics/>

Confidentiality:

- The coaching relationship is built on trust. The coach agrees to keep all conversation and information that could identify the Client private and confidential. No detailed personal ideas, information, and actions that could identify the Client will be shared with anyone except with the permission of the Client.
- Conflicts of interest identified such as commercial or emotional will be dealt with transparently, quickly and effectively to ensure there is no detriment to the client, sponsor and coach.
- As the coach and in order to maintain your confidentiality I will refrain from acknowledging you in public unless you choose to acknowledge our professional working relationship. As coach I will not mention how we know each other unless you so choose to reveal the nature of our relationship.

Liability/Indemnity:

- The client will indemnify the Coach in the event of all claims that may be made against the Coach as consequence of this Coaching agreement and relationship.
- Dr Cathryn Lloyd/Maverick Minds Creative Coach assumes no responsibility for decisions and actions made or not made by the client as a result of the coaching relationship.

Coaching commitment and ways of working together:

- The Client pays coaching fees two weeks in advance
- The Client calls the coach at the scheduled time
- Sessions can take place at a pre-scheduled time in the following ways - face to face, telephone, Zoom, video/call at a mutually agreed time and location during the coaching period. Email correspondence can also be entered into.
- The Client and Coach commit to starting and finishing each session on time.
- Coaching sessions can be rescheduled and require 48 hours notice.
- If the Client does not show up for the coaching session, the Coach will assume the session is cancelled and the Client will forfeit the coaching session fee.

Testimonials

I was honoured to receive the inaugural DTESB All Star Award. There were (and are!) so many deserving nominees within the department. It was incredibly meaningful to be recognised for my work, and I thank everyone who nominated me. While the recognition itself was invaluable the award provided me with a budget to attend multiple 1-1 coaching sessions with Cathryn Lloyd from Maverick Minds.

I've never worked with a coach before, and now that I have, I highly recommend the experience (and Cathryn). Initially, I wasn't sure what to expect. I found that Cathryn's ability to challenge my assumptions and focus my thoughts allowed me to clarify who I want to be as a colleague, supervisor and leader. Working with a coach at a time in my life, turned out to be one of great change—leaving DTESB after 7 years—was powerful, and I will take my "light-bulb moments" with me into my new role. Thank you DTESB for this opportunity!

Trudi Plaschke, DTESB

I had been considering a coach for over 18 months but could never quite commit to the idea until I met Cathryn. For some reason, Cathryn and I just gelled, and she made me feel very comfortable sharing the kind of information required for a coaching relationship to work effectively. She is non-judgmental, listens very well and consistently helps facilitate successful outcomes without ever giving me the answers directly. She has been a great coach and has helped me enormously!

Cameron Henry, Partner, BDO

I undertook Executive Coaching through Maverick Minds with Cathryn Lloyd. Through this I was able to challenge my boundaries of traditional leadership. Cathryn was very easy to engage with. I was working in an extremely difficult environment, and we at that time, were working through a particularly toxic period. Cathryn was able to give me the tools to be able to work through my day-to-day challenges and not become bogged down in negativity. Her program was individualised, specific and targeted to my needs. I felt fully supported. I would highly recommend Cathryn.

Gayle Hocking, Queensland Health

Cathryn Lloyd is one of those rare gifts that come into your life, if you're lucky. She is a coach of extraordinary talent, offering an opportunity for insight through her highly honed listening, questioning and synthesising skills, which are some of the best I have ever encountered in 25 years of working life. It's a gift to have an intelligent and wise professional give you their full attention and offer you the opportunity to see yourself and your situation through fresh eyes, and this is the gift that Cathryn's coaching provides.

Jill Chivers, Where Corporate Meets Creative

When I started my coaching sessions with Cathryn the aim was to seek her expert assistance in how to build on my current knowledge and make that leap to leadership at an executive level in state government. I had an idea in my mind of what I wanted out of the sessions and I decided to work with Cathryn as I knew that her approach would be innovative, creative and instinctual – I have done many leadership courses and workshops and I had the building blocks: I needed someone to help me put them together in a way that made sense to me and met my needs right now as a senior executive in the public service. Each coaching session was completely different – I liked the way that Cathryn let me influence discussion topics, but it was uncanny how she always had seemed to have been ready for where I was going in my thoughts and questions. This is the key to her approach that makes it, in my mind, highly effective: it is a searching kind of coaching that lets the coachee find their own way but guided by Cathryn's instinctive ability to subtly direct and probe, asking questions that enabled me to come to my own conclusions. The sessions gave me valuable tools to ask the right questions of myself and to have the confidence again to accept the leadership challenge and to better understand my professional needs and ambitions as well as how I can work better to achieve these.

Executive Officer, Queensland Government

Cathryn's boundless curiosity about people and their stories is the real foundation for her fantastic ability to support those who seek change. She is a naturally gifted coach, and has studied in depth the newest techniques for transforming her clients' potential into reality. Her insight into my unique story has evolved, for me, into an ability to attract new professional opportunities and to bring a more confident, resilient approach to my life in every aspect. During our sessions, she listened carefully and responsively. She structured a collaborative approach to sorting through the maze of my thoughts, and this was very exciting. Our conversations have been transformational. As a professional visual artist and freelance arts writer (and a single parent) I have built up reasonably good skills for problem solving and self-motivation. However, working with Cathryn has moved me into feeling more confidence in following my deepest intuitions, both in my personal and professional life.

Carol Schwarzman, Visual Artist and Arts Writer

I had the great pleasure of working with Cathryn Lloyd on the very tricky business of self-perception. I am an actor, theatre director and teacher of acting. I came to a point in my life where I needed to earn the kind of money that anyone with my level of experience in any other field would easily accept. But how does one maintain one's artistic integrity and believe in one's self enough to convince other people of one's talents. I fell into the trap that a lot of women seem to flail, in that I couldn't see myself leading a team and yet so many less experienced male colleagues were confidently putting their hand up. The work that Cathryn explored with me was essential in clarifying my purpose, claiming my expertise and articulating my goals. Cathryn understands the creative process and really understood my language. I found the work at times challenging, always enjoyable and ultimately totally rewarding. I loved the sense of play and exploration that allowed new discoveries that took me by surprise. I unreservedly recommend Cathryn as a brilliant coach who through her perceptive use of a variety of tools has assisted me in embarking on a whole new career

Andrea Moor, Actor, Director, University Educator



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