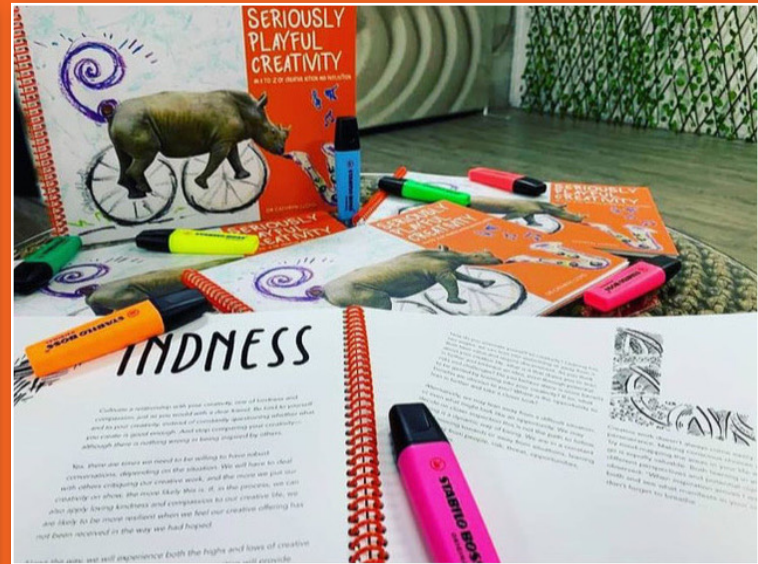


# SERIOUSLY PLAYFUL CREATIVITY

AN A TO Z OF CREATIVE ACTION AND REFLECTION



The magical, curious world of creativity can be intoxicatingly palpable and elusively slippery.

Cathryn Lloyd's book ***Seriously Playful Creativity*** is an A to Z of ideas to help lighten and expand your view of creativity and living a creative life. This interactive book offers bite-size suggestions for you to dip in and out of, or to dive in and immerse yourself.

Whether you are an artist, accountant, business leader, CEO, cleaner, engineer, health professional, lawyer, teacher or volunteer, ***Seriously Playful Creativity*** will help you gain new perspectives, shift your thinking, and put your creativity into practice.

Inside the book you will find:

- An A to Z of creative concepts to stimulate new thinking
- Space for you to reflect, write, doodle, colour and make your mark
- A creative and practical check list to get you started

If you're looking for inspiration, ***Seriously Playful Creativity*** is an invitation to imagine, play, plan and take action. Are you ready to invest in your creative life? Great – let's go...

*Dr Cathryn Lloyd is Founder and Director of Maverick Minds Pty. Ltd. Cathryn coaches leaders, managers, teams and individuals and facilitates creative learning experiences to create positive long-term change.*

  
**MaverickMinds**  
*shift your thinking*

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