



Small Steps Creating Success

Kaizen = Is a Japanese word meaning "continuous improvement with small steps" and refers to the work of Robert Maurer, Ph.D as it applies to KMCC.

Muse = A bearer of creative inspiration and refers in this context to the work of Jill Badonsky, M.Ed. founder and director of Kaizen-Muse Creativity Coaching.

BREAKING THROUGH CREATIVE RESISTANCE

About KMCC



Kaizen Muse Creativity Coaching (KMCC) is an unprecedented model of creativity coaching designed and taught by author/artist Jill Badonsky, M.Ed. with UCLA psychologist Robert Maurer Ph.D. The techniques used in this model of coaching have resulted in life-changing successes for hundreds of individuals desiring to move past creative blocks to a life of fulfilled expression, renewed motivation, focus and ingenuity. KMCC is for individuals and organizations who want a more creative, desirable, and effective approach to their passions and life work as well as for those wanting to pursue specific creative dreams. Kaizen-Muse Creativity Coaches can apply the KMCC tools and techniques to a number of coaching niches including creative individuals wanting to complete a work or deepen their commitment to a specific path such as writing, art, comedy, storytelling, song-writing as well as small business building, marketing, weight loss or other wellness activities. It also includes anyone who wants to **create** a positive change in any aspect of their life.

What makes this model successful is careful attention to what brings up resistance for the individual not only in the creative process, but also in the process of being coached. Individuals and groups are assisted in working past the following creative blocks:

- o Fear of success: reluctance to give up a comfortable routine, increased pressure associated with success and change.
- o Fears related to beginning a new process, including fear of failure, of wasting time and resources, of being judged, of inadequacy.
- o Self Sabotage: continual frustration with setting intentions and not taking action.
- o Procrastination.
- o Immobilizing perfectionism.
- o Overwhelm, difficulty starting or finishing projects, and inability to focus.
- o Self-doubt/ comparison/ low self confidence.
- o Not making or finding the time for creative interests.
- o Difficulty returning to creative endeavors previously enjoyed.

TRAINING PHILOSOPHY AND CURRICULUM



KMCC teaches individuals how to enjoy the process of life by thinking, acting, and solving problems more creatively. This model of coaching supports the notion that fulfillment comes when we train the mind to be more positively resourceful and authentically share our gifts by exploring and expressing the unique potential of the self in the present moment.

KMCC respects the non-linear nature of creativity, the natural resistances, fears and sensitivities that a person approaching a creative-process experiences. KMCC utilizes powerful concrete methods necessary to make progress within the realm of this elusive process.

Proven methods are packaged in a tool kit making prescription and explanation clear to KMCC coaches. Tools are personalized according to the individual's challenges, strengths, history, intuition and imagination. A guided meditative experience is included in each session designed to unleash creative intuition, imagination and motivated vision. Proven techniques to develop the creative perspective best able to serve the individual are explored.

Kaizen-Muse creativity coaching students master this model of coaching through a thorough presentation of the philosophy, ethics and professional approach to the client, self-exploration of Kaizen-Muse Creativity Coaching tools, observation of actual creativity coaching, practice coaching, supervised coaching, prescribed reading and active class discussion. Teaching takes place through weekly teleconferences (which are recorded for those unable to make all class times), a comprehensive teaching manual, emails eliciting rich discussion and response, readings, observation of Jill's coaching, practice coaching, and self exploration of the students own creative process.

This curriculum teaches a fresh, innovative approach, which inspires commitment as it disarms resistance, engages one's child-like spirit and offers an unprecedented understanding of the creative process. Students learn to offer a creative experience in each client session, which awakens intuition, provides gentle motivating accountability, validates progress, and inspires new ideas.



THIS TRAINING IS FOR YOU IF:



~You are interested in becoming certified for the rewards, joy and income that have been proven to come with being a KMCC coach.

~You are interested in adding the principles of KMCC to your life coaching practice,** healing practice or to your life in general.

~You would like to finally get to your own creative passions through an intensive training that also liberates KMCC students from fear, frustration, doubt, self-criticism overwhelm, procrastination and stifling perfectionism.

**Life Coaching can sometimes overlook resistance to authority, the non-linear nature of the creative process, high-sensitivity, creativity related avoidance, an indirect approach to setting goals (setting goals can actually block a creative person), the need for breaks and downtime. This program can empower your life coaching practice with integrity and can help you attract and maintain longevity with new clients.

FACULTY

Jill Badonsky, M.Ed. is an artist, international author, columnist, playwright, and founder of Kaizen-Muse Creativity Coaching Training, a branch of *The Muse is IN*. The coaching techniques used in the KMCC training program are based on Jill's twenty-eight years utilizing creativity as a corporate manager, marketing consultant, workshop designer and mental health occupational therapist. She has integrated UCLA psychologist, Robert Maurer's kaizen-way work into the model. Jill has written a book on the creative process called *The Nine Modern Day Muses (and a Bodyguard)*, is chief editor of *The Muse Flash* and is a columnist at *Creativity-Portal*. Jill has been a creative coach since 1997, has masters degree work in instructional design, and has been a creativity consultant for national corporations and magazines (*Seventeen* and *Bust*). She has achieved success as an entrepreneur of *The Muse is In*, an organization dedicated to breaking through the resistance, blocks and self-sabotage that gets in the way of successful creative expression and positive change.

www.themuseisin.com

Work from UCLA psychologist, Robert Maurer PhD., an internationally known seminar leader, consultant and author of the renowned book, *One Small Step Can Change Your Life: The Kaizen Way* is an integral part of this training. He is available for questions and a guest lecture.

LOGISTICS

TO APPLY: Please send an email of your background, experience, and vision for creativity coaching to info@themuseisin.com

The next training begins August 19, 2009 and runs through , December 2, 2009. Classes fill quickly.

A \$350 deposit will hold your space. Training cost is \$1500.

Take \$100 for registration paid in full one month in advance. Payment plans are available and installments can be prepaid. Teleclasses are most often for an hour and a half on Wednesday evenings, 5 pm pacific time. Enrollment is limited so there is some flexibility in call scheduling, (all calls are recorded). Refund Policy: All but \$350 is refundable within two weeks of the training, after this time it may be applied to a KMCC training for one year until December 2, 2010.

TESTIMONIALS

"The Kaizen Muse Creativity Coaching (KMCC) training fills the gaping hole in all existing coach training curricula. I'm humbled after nearly 20 years of active coaching to discover how to pinch both sides of the client's brain and watch the exponential results. The approach is fresh, irreverent, funny, fun and very, very effective. I love it."

~Shirley Anderson, MS, MCC, IAC-CC Master Certified Coach, International Coach Federation Certified Coach - www.coachmiami.com

"I have never been more inspired by any class, workshop or training than the KMCC program. Jill's passion for creativity coaching is contagious, and she delivers the wisdom of her experience in ways that anyone can grasp and understand. My investment in KMCC is the best gift I've ever given to my Self. I know it has the power to change lives..it's changing mine!"

~Debbie Ogle, Asheville, N.C.

"Jill Badonsky's KMCC training is the ultimate in preparation for creativity coaching. Her tools of the trade, essential; her talent for moving information from her heart to yours, direct; her methods for learning this coaching style, creative and compassionate. I began this journey for the information and self-coaching, and now I am building a coaching business that I am truly excited about!"

~Lynda Treger, Oceanside, CA

