



Creative Blogging For Personal or Business Improvement - "How You Do Dat?"

By Paul William Johnson, AuthorHouse, 2009

If you feel trapped in the same old issues in your personal life or your business and need to find a way out, this book will show you "how you do dat." There is a common thread that runs through all creative techniques that can be used to master any situation. This book will show you how to find and use that common thread. The book also gives examples that demonstrate how to use creative techniques to master your business and personal life:

- How to use the blog in a collaborative group to solve problems and increase productivity
- How to use your intuition and imagination to get you where you want to go
- How to find the right job
- How to use cycles to time business expansions, contractions, the stock and commodity markets
- How to use simplicity to guide you to the best path

- How to select and function in a collaborative group

It doesn't make any difference if you are a business executive, an entrepreneur, a stock and commodity trader, or an individual; the creative techniques will all work the same way. These creative techniques have been used by Albert Einstein and others throughout the ages to find answers to their questions and to create what they want.



About Paul William Johnson



Paul William Johnson has spent the last half century as a business executive, an entrepreneur, a stock and commodity trader and an engineer..

Mr. Johnson has managed cost reduction, process improvement, and value engineering teams for the largest water agency in the world. He currently provides consulting services to large water agencies, to public agencies and to private businesses. He also participates in value engineering teams.

Experiences in all of his endeavors will be shared with you in this book as examples of how you can get your creative intuitive mind to work for you.

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Why You Need this Book

This book makes available all the creative techniques you need to experience and incorporate into your real life to enable you to start stepping into a world of unlimited possibilities.

WHAT IS THE COLLECTIVE CONSCIOUSNESS?

Thoughts from the collective consciousness can also be illustrated by inventions and new discoveries that take place in different countries at the same time, it also includes thoughts and the same stories coming from various religions in different parts of the world.

The important point to understand is that our conscious objective minds are not aware that our subconscious minds are all somehow connected like wireless phones.

There is a critical mass in change that can

happen when a certain number of people change. This change eventually occurs in everybody and can work both positively and negatively.

It is important for us to focus on positive change and to stop the negative from its tracks.

When we begin to enhance the creative ability in a small group of people in our organizations, there will come a time when all employees in these organizations will become more creative as well.


Groups of people that spend time together have a tendency to form a collective consciousness that swings to the same beat. They may unconsciously move toward the same beliefs and perspectives in life.


This is why we need a variety of perspectives from people who don't usually work together or work in the same field to form an effective creative collaborative team.

The blog on the Internet is the ideal tool that can be used to connect a group of people and use their collective consciousness to create change.

Information exchanged on the blog can be adapted to collaborative improvement processes, used to solve problems, improve processes, and implement change.

The blog helps us connect people and speed up the creation of anything, including change by simply giving it our

 **About the Book**



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undivided attention and more directed thought.

The Internet is a tool that can be used to complement any process. Many individuals have the mistaken idea that finding out what others think on the Internet will tell them what to think and help them get the best answers. **It will not!**

The best answers come from within individuals or groups of individuals through an intuitive thinking process.

HOW TO USE YOUR IMAGINATION TO CREATE WHAT YOU WANT

If we could clock the time we spend focusing on what we do not want, we would be amazed at the large percentage of our total waking hours that is spent on thinking about and creating what we do not want.

It takes constant effort, a positive collaboration team, or possibly a distraction like music to get us out of the habit of creating what we do not want in our lives.

When your mind is numbed out or thinking negatively, it becomes very difficult to use your thoughts and imagination to create what you want.

You then easily become depressed and filled with fear and hopelessness because you are drifting in a sea of negativity of what you do not want.

In this state, it is easy to be programmed and manipulated to serve someone else because you have lost control of your mind.

Tapping the creative portion of our brain by focusing on positive thoughts is the first step to eliminate depression and to improve our state of mind.

Most scientists will tell us that we only use 10-15 percent of our available creative mind power. Just think of the unimaginable power that could be released if all the 6.5 billion people on this earth used their minds collectively to create a better world.

Understanding that we are interconnected gives us the incentive to use the positive collective consciousness as a tool to improve our lives and businesses.

Exercising the faculties of thinking, imagination, creativity, intuition, etc., in everyone in our organizations will make them stronger and better able to utilize more of their latent power to the benefit of all.

The subconscious mind cannot distinguish between positive or negative and good or bad. Its function is to only bring to you what you imagine, think about, and believe.

The secret to making the subconscious mind work for you is to only energize your imagination with the effects of what you want.



COMBINING THE BLOG WITH COLLABORATIVE TEAMS

“**Blog**” is an abbreviation for a weblog.

- The blog format is a series of entries posted to a single page in reverse chronological order.
- Blogs are generally represented by the personality of the author or reflect the purpose of the web site that hosts the blog.
- Blogs can also provide links to other sites that support a point being made on the post.
- Blogs can be used to get people at any level actively involved in business by participating in a deliberate way.
- Blogs can be used to accentuate the sense of connection to a business. It is a tool that gets people involved in the business growth and their personal development.
- The blog facilitates the need of people to use their intelligence to express their innermost thoughts. It gives them a chance to take personal responsibility for their jobs and the success of their companies.

Blogs have many applications for businesses both large and small.

- They can be used to enhance a

business or a public agency by soliciting input from employees at all levels on specific issues and changes.

- It can be used by entrepreneurs and those starting a new business to find out “how you do dat” by connecting them with others who are willing to share their experiences.

There are infinite ways to use blogs to improve any situation.

The first step in a creative blogging process is to select a blog facilitator, determine the bloggers, identify the problem or subject, and disseminate information on the subject to the bloggers.

After that comes brainstorming. The blog facilitator will screen the brainstorming blogs and give feedback to the bloggers.

The next step is a separate blog used to judge these ideas and distill them down to solutions that have the best possibility of working.

This gives the bloggers feedback from other bloggers and they become co-creators. A separate blog is then used to rank these ideas.

The final blog is to find the best way to implement the best solution. Implementation should go smoothly since all stakeholders associated with the change have been part of the process.



SOLVING BUSINESS PROBLEMS WITH COLLABORATIVE TEAMS

There are a wide variety of issues that can be resolved quickly and economically with a blog process. Below is an example of a problem-solving blog process:

1. Management agrees to a customized process, type of blogging team, schedule, and cost.
2. A blogging process and team is set up.
3. A blog facilitator is selected to manage the process, cost, and schedule from this point.
4. A blogging team is assembled. This team could be internal, external, company-wide, a combination of management and other small groups, or whatever fits the situation.

The blogging team needs to keep the blogs confidential and not shared outside the blog group.
5. The bloggers are provided information on the problem such as, background data, constraints, and ground rules.

If the problem is not thoroughly understood, it should be blogged first.
6. Blog the problem. Bloggers identify the problem or potential solutions. There is no judgment or discussion of ideas at this stage.

7. Blog judgment and discussion of ideas from process number 6. Reject some solutions; narrow down and prioritize the remaining solutions.
8. Blog implementation of the best solutions in process number 7. These solutions must include blogging the advantages and disadvantages of the best solutions. Cost and schedule considerations also need to be included.
9. The blog facilitator drafts a report of recommendations to review with management.
10. The blog facilitator produces a final report incorporating management comments.

In summary, there are many options to customize the use of blogs and collaborative group processes to fit the protocol and needs of specific organizations.

CYCLES OF CHANGE

Italian mathematician Vilfredo Pareto discovered an unequal distribution theory in 1897.

The unequal distribution theory states that 20 percent of the parts have a greater Impact on the whole than the other 80 percent.



Cycles are a naturally occurring event and give businesses an opportunity to replace, re-employ, or re-educate some of the 80 percent of the people and products that do not add to profits or, are non-productive.

The way to get these 80 percent of unproductive people excited about their jobs and producing profits is to get them involved in a collaborative blog process where they have the freedom to express themselves.

Understanding how cycles work in your personal or business life helps you to reduce worry and fear of the future. Then you can use your intuitive faculties for guidance.

Worry and fear of the future should be avoided at all cost because they are the incorrect use of imagination and cause your intuitive faculties to work against you.

Will Rogers said, **“Worry is like paying a debt that may never come due”**.

Understanding the rhythm of cycles can give you a roadmap that helps you get where you want to go. When used along with your intuitive faculties, you then have the key to create your won destiny.

SIMPLIFY, SIMPLIFY, SIMPLIFY...

The Internet is an excellent resource for getting information and connecting people but is not a good a tool for decision making.

When the Internet is used as an extension of the logical mind to find convincing proof of a certain outcome before a decision is made, we get right back on the mouse wheel because the logical mind will always need more proof.

The Internet’s greatest power comes when it is used to connect people so that their minds can work as a collective consciousness.

The blog systems mentioned in this book are the path to the future. Other greater systems will evolve in the future since the possibilities of using the blog, along with the collaborative collective consciousness, are infinite.

SELECTING YOUR COLLABORATIVE TEAM

There is a better way to hire the right people. The following are some questions that could be used in the interview process to select the members of your collaborative team. These sample questions can be used to determine what role a person might play in a team and if they would be compatible with a creative collaborative process:

1. How would you describe yourself without referring to your job?
2. Explain any experience or association you have had with theater, music, or the arts.



3. What are some things that upset and disturb you?
4. I shine and am most happy when _____.
5. I excel at _____. This is, or is not, one of my passions.
6. What I do most effortlessly is _____.
7. I like to play the _____ role or roles on a team.
8. I would like to have more _____ now.
9. What are your passions?
10. What innovative ideas have you had that excited you?
11. What achievements have you had that you are most proud of?
12. Do you feel comfortable taking risks? What kind of risks are they?
13. Tell me about the time you took a risk and the outcome.
14. Would you prefer to work with others or by yourself?
15. Have you ever worked in a collaborative team or process? If so, what role did you play?
16. Tell me about the most fun you have ever had.

HOW TO FUNCTION IN A COLLABORATIVE TEAM

In order to function in a collaborative team, the team member needs to be able to focus on why something could work rather than why it won't work. Here are some other important reminders:

- Collaborative team members need to be passionate about the tasks at hand.
- Overcoming obstacles when your game is not going smoothly, gives you the peace of mind, inspiration, and the power to win or reach your goal.
- If our teams, our businesses, our jobs, or our lives are not going smoothly, all we need to do is accept the challenge of taking responsibility to play our game. This will give us new energy and determination to influence the outcome of the game.
- We need people on our collaborative teams who are willing to look at problems from different perspectives.
- Another attribute of a good collaborative team member is that he or she is a risk taker. Fear of failure or ruin is what makes most people think that they should avoid risk. Fear is always waiting on the wings to try to derail our creative expressions.



- It is imperative for members of a collaborative team to be able to think for themselves. The ability to think for oneself and develop new ideas is an important attribute of a collaborative team member to have because; most of the herd tends to follow.
- The issue of control must be addressed. Functioning on a collaborative team does not include control.

If we want our creations to be a reality more quickly, we can always add more desire, passion and enthusiasm to it.

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CONCLUSION

Many of us don't realize that some of our thoughts and beliefs are not our own but are put into our heads by others to serve their agendas.

We don't have to be walking robots with no idea about what or who is really controlling us both in our business or personal lives.

We do not have to be slaves of the many stealth mind control groups of the past or present, that program our beliefs through fear, repetition of slogans, different forms of hypnosis and autosuggestion.

All we have to do is to use the techniques described in this book and we will be free from that kind of slavery and at the same time, be able to create whatever we want in our lives or businesses.

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