

# **“Inspirational Leadership Coaching” ILC**

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*“Nothing happens without personal transformation”, W. E. Deming*

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*“Creativity is cutting holes to see through”, Anita Roddick, founder of The Body Shop*

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The role of leaders is identified as leading people and improving profitability process. To reach these goals leaders face the need of fresh thinking, ideas and new motivational factors.

Leadership coaching needs new ways. In a changing environment new approaches are the necessity. The traditional strategies of leadership coaching are already lagging behind with the twenty-first century. Through the electronic libraries leaders can have the access to the most popular and newest information. So every business and leadership related information is already not an advantage, but natural aspect of leader's everyday life. It isn't a powerful advantage that pushes leader's performance.

The most innovative idea is to implement *art* and *technology* to the leadership coaching and combine personal psychology that could help to reach the most effective performance.

The main idea of this combination is to improve creativity and innovativeness and develop personal skills. The real reason of art is to give the possibility of being moved and to move others. Art is a creation the view which is not expectable.

Van Gogh, who said of his own work: "Instead of trying to render what I see before me, I use color in a completely arbitrary way *to express myself powerfully*". This way of thinking will lead leaders to open their mind out of box and looking outside the daily business routine.

For coacher it is important to catch emotions and open doors for brain creativity and imagination. It is continues process that can be used for decision making, business ideas making and their realisation. *It is a sense transfer*.

The new art technology software creates more possibilities. Electronic art, computer art, digital art should be leadership coaching means also. Modern art for example can be: virtual and mixed realities, intelligent spaces, music synthesis, digital sculpture and more. Simple software like design, virtual rooms or computer painting encourages *looking in a different way*. With a technology business enters the door for the competitive age.

Art is an access to information we don't have, instruments for finding, hearing, seeing things (Visual Art - Susan Robb). This way of coaching trains restless intelligence and imagination. In a way of inspirational leadership coaching, leaders prepare creative applications for business purposes.

When people work with a sense of creativity and help of knowledge; then that means that they are at their peak performance. All people work with a help of creativity, but only minority with a sense of creativity.

*"Creativity* – is a mental process involving the generation of new ideas, concepts or associations between existing ones. Creativity considers having both originality and appropriateness. To simplify, it is an act of something new".

The most frustrated high level leadership obstacles are thoughts like:

"I can't do that", "It is too difficult", "I have no experience of that", and "I have no creativity".

We shut the entrance for ideas and creative expressions, when we start thinking. Instead of that, leaders should say: "I have talents", "I am good in creative new ideas", "I will reach my peak performance in a shortest time", "I am happy to try new things". Leader's performance first off all depends on beliefs. They should come with new ways of thinking and willingness to innovate. Perfect work place is such place, where people honestly don't think that that they are working, but where people think that they are passing their most likely time.

Creativity is fundamental at work place. Most of companies stick with the current system and lack of ideas. Psychologists call this *functional fixedness*. It is a comfort way of solving problems or making decisions, because only obvious and long term methods are used. Leaders

can be easily fixed in usual ways and horizons by the environment. All creativity barriers can be found in most of work place. It is control, pressure, competition and evaluation.

### ***It is create creative creation in real time***

***Inspirational leadership coaching (ILC)*** is a double concept that can be identified as an art production by technology. Moreover, this combination can look for better stimulation and guidance, reduce uncertainty and achieve double aim. How it works and why it is important?

Working should be not only making things, but more about creating.

“In ***art*** truly and reality begin when one no longer understands what one is doing or what one knows, and when there remains an energy that is all the stronger for being constrained, controlled and compressed” – Henri Matisse, French artist

Art is a space where *ideas are stored*. It is where *symbolic* expressions are compressed. Artists when create they are not logically thinking, they let an idea to flow. *Expressibility of emotions* that can be achieved using artist techniques awakes our creativity.

Art researchers demonstrated that only little information is needed to convert abstract image to recognisable image if our brains know what they are looking for. If we have a business problem we can practice inspirational leadership coaching (ILC) and easily find some creative answer. Because our mind will take, what we look for from abstract image and convert it to needed information. If we let for *subliminal mind* be active and make some abstract drawing, we can easily search for creative answer by analysing it afterwards. Art allows us to define the new emotions and *movement from idea to action*. Art is a model of vision and perception. Thus, it lets to increase our knowledge as well. It is a task orientated mean for inspirational leadership coaching (ILC).

The greatest value of inspirational leadership coaching is ***technology***. Technology help to keep coaching process more organised and optimized and this feature lets to compensate brains chaotic idea flow. It gives a quick respond and with minimal effort can be achieved best results. Technology was inspired by human intelligence and also can bring a new sense oh human potential.

AI is an intellectual process based on logic. It is a building model, which pushes *motivation* step by step. The main aspect of coaching is to design program of enjoyable activity connected with AI, visualisation and art. It should challenge to do something inexperienced and difficult in a different way. It has *non-monotonic* extensions that work better to inspire leaders. It is all about picking *as much emotions* as it is possible. Technology leads to get a feedback and concentrate into a task effectively. AI can be successfully used for *more applications* as well. Moreover, it is the best feature for *experimental activities*. However, it let us develop *accessibility relations*. It is a system that helps to join facts, logic, knowledge and beliefs while brains are being creative. It has a spirit of *communication and collaboration*. Technology gives you a *power to control* the process. Thus, transformations are observed much more easily in the whole process of coaching by using technology.

For example, painting sketches or doodling on the computer or other technology put our mind into *unconscious condition*. It allows showing up for creativity. Psychologists constitute that such process allow accessing the symbolic language used by the subconscious to help to see solutions that might otherwise escape our notice. To solve the task leaders have just draw without any interpretation. After finishing, have pay attention to the feeling at moment looking to the picture and connected them to the problem, try to relate it to the solution. It is both image making

and knowledge producing. Technology is very effective mean to perform inspirational leadership coaching. Create a painting using technology is just what it is needed for leaders.

There is also one practical example of inspirational leadership coaching. At these small work breaks creativity can be also stimulated by **audio technology**. Our brains also operate according to the brainwaves frequency. Alpha waves (between 7-12Hz) are associated with deep relaxation and gateway to creativity. When brains are operating going from one wave to other, then the balance between two brain sides are achieved. Different tones are being used to activate creativity. Different frequencies are delivered to each other and integrate into desirable brain performance. In this sense, short inspirational leadership coaching breaks can be realised by choosing particular waves and let the music flow into mind while leaders are having their artistic activities.

Inspiration leadership coaching (ILC) can be practiced in a sense of music composition, video and electronic graphics, image and situation creation, animation, design as well. Technology let leaders to *design performance*. Technology is that driver which allows us to *do it with flexibility improvisation* and in a real time manner.

### ***So how visual art and technology creates value in every aspect of leadership?***

Creative ideas just flow when you least expect them. The right way to develop this idea flow is to do the most unexpected actions at the work place. Ideas come when *breaking rules and norms*.

We have presumably state that all people are creative, but most of them don't know that. So all creativity has to be challenged and developed, because it helps to overcome any barriers and to make the best decision.

Creativity is a technique of **problem solving**. It works in a **common-sense** (C-S) space that can be characterised as a connection between *existing experiences and new*. It is a mean of creativity development by achieving goals. Common sense can be improved by following ideas and knowledge. C-S concentrates what assumptions are meaningful and what leadership seeker can discover about the world. But leader shouldn't concentrate on principles about what concepts are meaningful. She/ He have to be able to form *new concepts* - that means rising an idea flow by following inspirational leadership coaching. Technology gives us more opportunities and alternatives. Using art and AI let us think of more creative answers and have more choices that can raise personal development and companies productivity as well.

### ***Only creativity and innovations are pushing the world.***

This definition should be adapted to an everyday work. Leaders should produce something new and valuable every day. **Creativity creates**, that means if we don't implement creativity at leader's performance that means that we destroy it. Most of people experience stress at work every day and it is one of the reason that stifle creative process.

Let's make a revolution at work place and create such environment, that people would be happy, inspired and creative. *All levels* of workers should be coached for leadership role. The main goal is psychological climate for peak performances at work.

Inspirational leadership can do what is *possible* and proceed what is *desirable*. This coaching is a possible process and the result is a desire achievement. It is intentional strategy – explaining behaviour in terms of beliefs, desires and feelings. As we mentioned earlier, it is characterized in a common sense term. Leaders just constantly have to refresh emotions and thoughts.

Howard Gardner, a developmental psychologist at Harvard, believes "Every person has certain areas in which he or she has a special interest...you are going beyond routine and conventional

and it gives you a kind of pleasure that is quite analogous to what the big C creative individuals get.”

How *our brains* react at this inspirational leadership coaching using AI?

Previous cognitive theorists founded how, *visual information communication* (among network) can stimulate the logical operation of brains. There is passive brain system that becomes active only in respond of external stimulation. (Warren McCulloch, Walter Pitts, 1948)

Right side of brains is responsible for aesthetics, feelings, creativity and visual activity and plays a role in putting all things together. And left side analyze information collected by the right side. Left side is also responsible for logic, accuracy rationality and thinking. Left side is working when using technology, right - when we are creative. Neurological research shows, that if we are concentrated to the task or problem solving, so only left side is most active and right side is resting. According biologists, when left side is working it shuts the door for right side. That means if we are thinking very deeply we disturb for our idea flow. In such situations, leaders don't use whole brain energy. Most of leaders at problem solving and task orientating time use left side, while at all this time right side is sleeping. Having creative and relaxing art breaks at work let activate the right side, by the stimulus of technology and do the job more efficiently and effectively.

Computer is a general *manipulator* of symbols as well. Symbols can be copied and formed into expressions. It would constitute a theory of the problem solving and emerge as a common structure. Information is contained in connections and associations.

It is all about *unlocking* some relevant parts of your brains and finds a hidden talent. When you find it, you have to stimulate and every time develop it, because leaders are nobody but talents (or they should be). It is all about ignoring rules, society roles and to free yourself.

At that moment when we are creative we give relax to our brains and give them an opportunity to concentrate into creative idea flow of a task. Only inexperienced things wake up creativity.

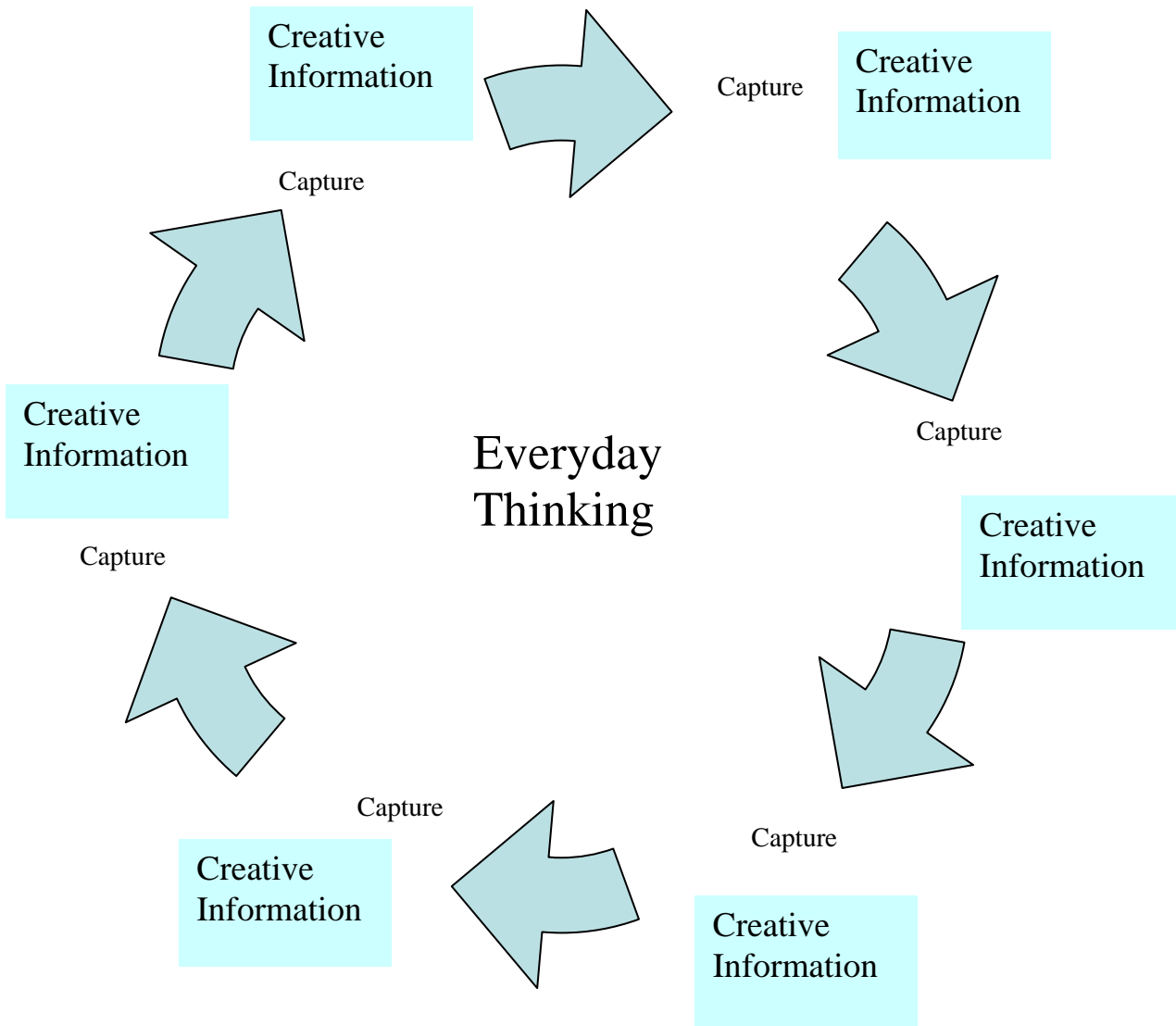
Leaders should do each day different things to keep sense activated.

Because when you learn skills that you never had, these particular skills develop your personality and serve best for your identity.

### ***Physiology Theories***

#### *Picture 1*

Psychologist D.Broadbent conceived of a various sense organs as *channels of information*. The information is captured with the help of technology at the fist stage. Channels are placed in a short memory and then they “go” through the filter and finally into limited capacity channel. From there information is being stored into long-term memory and/or outputted as an external response. Inspirational leadership coaching let to capture external creative information and use it in a most effective way.



Picture 1

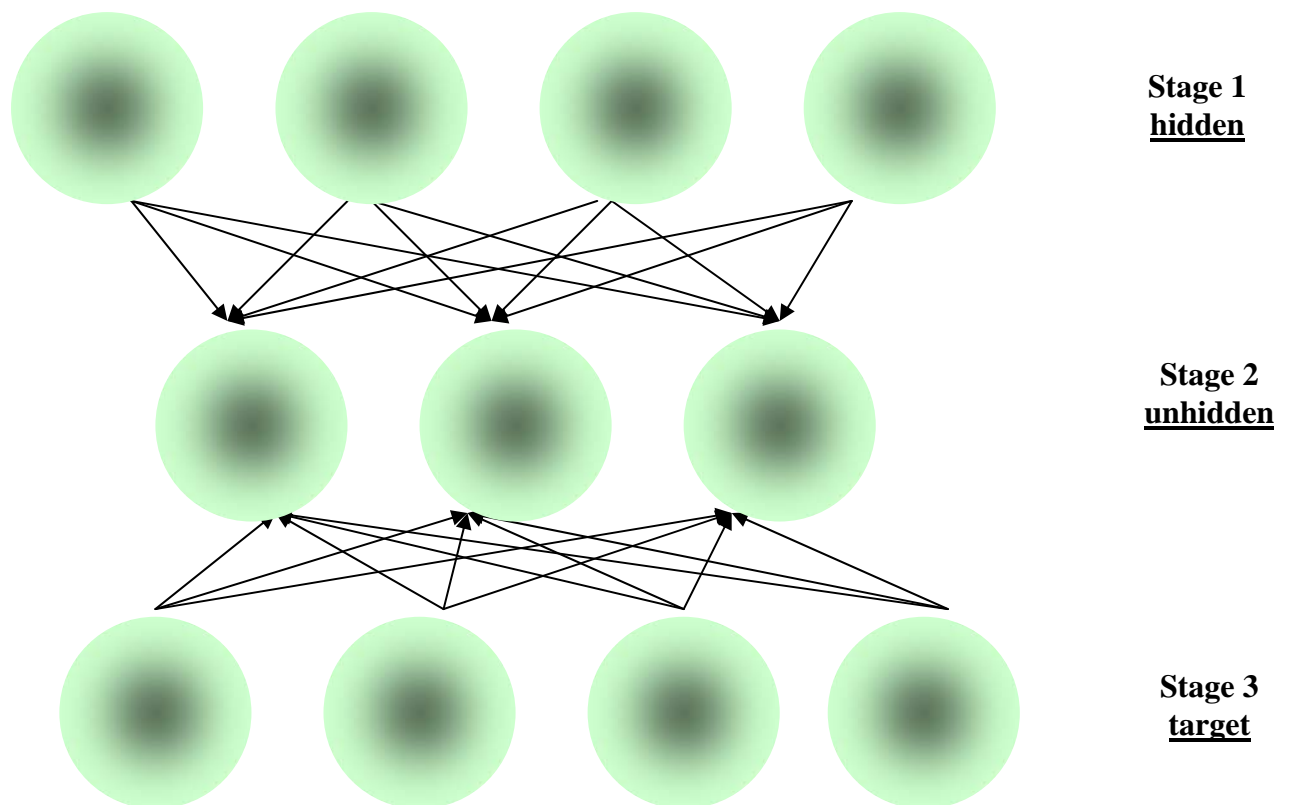
Most effective inspiration leadership coaching theory refers to **visualisation and visual information**. Vision is that process that produces images of the external world and produces to relevant output and not cluttered with irrelevant information (Marr, 1976). Images are between *illusion (fiction) and rationality (fact)*. The usefulness of vision representation depends on the purpose for which it is used. AI is an effective mean to produce relevant information. In this way visual communication can be easily shared and can improve collaboration. It helps to extract this information that can be affectively captured by brains.

According to psychologists, tasks solving require visual recognition as well. Visualization is a fundamental source of information. Thus, images play an integral part of developing natural knowledge. Simple lines and other graphical objects first of all can be seen without any meaning. But they all have different perceptions to each viewer (research by Tversky and Jeffrey M.Zacks). It is clear that visual information reach hidden stimulus and enable them to participate as a feedback to a better creativity and idea flow. Images stimulate thoughts and mind. In this way,

ILC strategy is important to enhance creativity and increase leader's wish to explore all possible associations and new meanings.

Picture 2

**Coded memory theorists** agree, that information is coded in the representations and images with one-to-one mapping between the sensory stimulus and the stored pattern. (Culberston, Kohler, Rashevsky). Finally, this encoded information represents the idea. And this is our goal – idea flow and creativity. The input activators are hidden units of sensors. Each hidden unit is a target of several inputs. This kind of activating is essential, just because it lets to *sum* all stimulus of influence from the first stage till the end. All creative information are extracted and related to both input and output. In this way leaders are looking to unlock creativity and use it in most effective way.

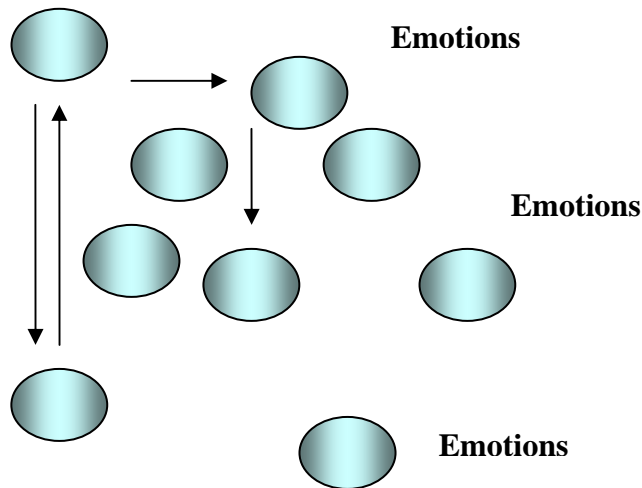


Picture 2

Picture 3

All units of feelings are connected in a **common sense**. All emotions are interconnected. Results are achieved by activation all of them. So as many emotions leaders can feel, much more activated parts of thoughts can be touched and stronger output can be achieved by stimulating creativity. It is based on **dynamism approach**. Each new connection creates feedback connection of its own source.

Mind needs stimulation. Sensory inputs are stored in our memory and combine with new inputs. Stored information takes a form of new connections. The transmission channels to the nervous system create conditions for new connections. This brain activity lets us to create ideas and these blocks of motions increase creative thinking. And it let for us – humans use these new ways, which have been created, automatically activating. Ideas are used to combine with other ideas and other associations and end in to action.



Picture 3

People – human beings have unfailing potential in work place, as our brains huge memory capacity. How many people are using their 100% productivity? New approach of work is not about giving all yourself and scarify for company. New working is about using the ideas and creativity and making work as much enjoyable as possible according to every person needs and pleasure. Work should be a place of ideas, creativity, deep focusing, freedom, relax and knowledge.

Coacher’s pressure can also drive creative response. Technology using gives the meaning as “**creativity on speed**”. “The best moments usually occur when a person’s body or mind is stretching to its limits in a voluntary effort to accomplish something difficult and worthwhile” (Mihail Csikszentmihalyi). **The time pressure** can help suppress the logical/ rational/ critical parts of our brains” (Kathy Sierra). It is needed a short time coaching breaks, because only great speed can unlock creativity. The best mean for achieving this aim is technology. Because highest speed is achieved only by using this mean. It is a creativity drive. It doesn’t matter what you create; it matters that brains would be trained. For example, Vincent Van Gogh completed every one of its paintings in less than 24 hours. Creativity on speed can help to make a decision ad hoc.

Create a painting using technology is just what it is needed for leaders and after that an exhibition of all leaders work could be a good realisation of themselves.

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picture and connected them to the problem, try to relate it to the solution. It is both image making and knowledge producing.

Music creation is one more example, how to develop inspirational leadership coaching. Technology let leaders to design performance. Technology is that driver which allows us to do it with flexibility improvisation and in a real time manner.

There is also one practical example of inspirational leadership coaching. At these small work breaks creativity can be also stimulated by *audio technology*. According to scientific research, our brains also operate according to the brainwaves frequency. Alpha waves (between 7-12Hz) are associated with deep relaxation and gateway to creativity. When brains are going from one wave to other, then the balance between two brain sides are achieved. Different tones are being used to activate creativity. Different frequencies are delivered to each other and integrate into desirable brain performance.

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Leaders can create *individually* and after individual work should *collaborate* with each other. It drives new understanding of different perceptions and opinions of each of viewer and communicator. Inspirational leadership coaching should be taken easily. Humour helps to raise creativity level. It is not a matter of concentration to the ideas that look very ridicule at inspiration leadership coaching time. An aim is to awake as many ideas, that they could grow to the innovative solution.

Inspirational leadership by using technology and art can expand our knowledge and make better decision. There is a needed not only to *know that* we do things, but to *know what* things we do and in *what way*. We need to improve knowledgeable thinking, but as well *non-knowledgeable* and emotional to fulfil our leadership role. Creativity expresses non-knowledgeable world and has to be practice by doing it again and again, because unconscious mind is more creative.