

## Creativity, Magic and Business

A story of transformation from Cirque du Soleil®

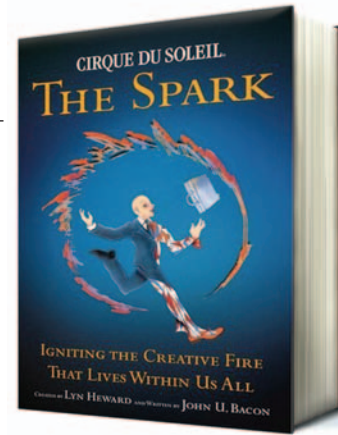
**A** couple of years ago I attended a talk given by inspirational leader Wayne Dyer. He spoke about the energy of inanimate objects. How just having certain books or recordings around us has a powerful positive impact.

I thought of that message a few weeks ago when I saw the cover of a beautiful little book *CIRQUE DU SOLEIL® THE SPARK: Igniting the Creative Fire That Lives Within Us All*. The cover depicts a man who is dressed half in a business suit and half as a circus performer throwing a briefcase up in the air. I decided to buy it just for the impact the image had on me. I judged this book by its cover. Luckily the content was worth the cover price.

The book tells the story of Frank, a successful sports agent who, while attending a conference in

has a kinship with coaching as a financial enterprise, it also has a crucial message for me both as a coach and as the owner of a creative business.

It's alive with powerful information about the intersection of creativity, magic and business. It reveals the importance of deadlines and limited budgets in the creative process, and how obstacles can inspire us to shift our minds into creative channels where we discover real magic. It reveals the importance of relationship with such wonderful sentiments as, "It's hard to be creative in isolation. True creativity



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Las Vegas, discovers he is terribly unhappy with his work. I loved this book right from the beginning for painting such a vivid picture of how our lives can change when we face the truth about what is not working for us.

This book is in a category I would call fact-based fiction — true stories compiled and written in a fictional format. The creator is Lyn Heward, a former COO of Cirque du Soleil® and the writer is John U. Bacon, a journalist who went through a similar training process as the fictional hero Frank.

During the course of the book, Frank goes through the Cirque du Soleil® training and finds out what he is made of by facing his fears of both failure and success. At the same time the book reveals some of the secrets to the circus company's amazing success as a creative business.

There are many many many (yes, that many!) books out there written to help entrepreneurs over the hurdles of creating a successful business. I have found that as wise and full of good information as these books are, they don't always apply to the coaching business. However, *THE SPARK* not only

requires collaboration...and yes, even conflict and confrontation.”

The advice given Frank as he is taught about putting makeup on is worth the read. It speaks to the importance of matching our external lines and colors with our true inner expressions.

The clowns, the burning man, the tryouts, the teamwork, especially the shift from lone wolf, competitive thinking to teamwork and collaboration resonates with the current evolutionary shift our species is going through. All this makes the book a little gem.

At the heart of the business that is Cirque du Soleil® is magic — true magic that will carry you to the heights of human drama and beauty while stunning you with physical feats that stretch your emotions and beliefs to the limits. Whether you read this book or not I suggest you go to one of their shows to see and feel it for yourself. ●

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