

Ninette Abi Atallah



UNLOCK YOUR CREATIVITY

Become the leader of your own life.

Creativity is for everyone. It's a human capacity that became dormant because of the lack of use. Many misunderstand the concept of creativity and consider it exclusive to artists, specifically painters. **So what is creativity?**

The term "creativity" originates from the Latin "creō." It is the capacity to **form** something new or to **trans-form** something old into something new. It could be an object, an idea, a concept, or a way of communicating and solving problems.

Life is changing fast. In the past ten years, many popular jobs such as YouTuber, influencer, social media manager and Uber driver didn't exist. Many business experts predicted new jobs would continue to arise in the upcoming years. That's why it has become more critical now than ever to be **creative**. Create or find the perfect job for you. It's time to **unlock your creativity**.

Unlocking your creativity is a process summarized by "**DOPA**," which refers to:

D- Dream

O -Obtainable Outcome

P - Plan

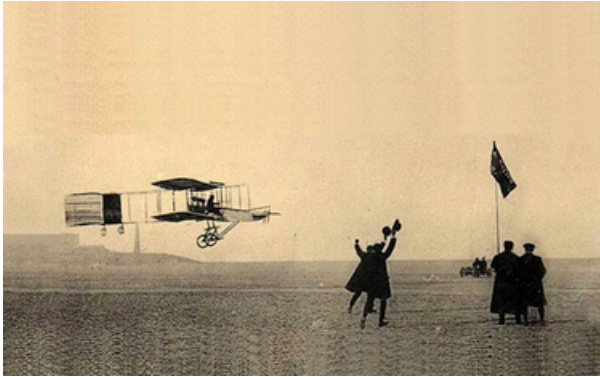
A - Act

DREAM

...But don't forget to **wake up**

I- DREAM

40,000 is the estimated number of dreams we have during a lifetime.



Every great invention was once a dream.

We all dream each night. We spend 26 years of our lifetime sleeping. Some days, we remember what we dreamed of the previous night, and sometimes we don't.

The uncommon type of dream is “day-dreaming.” Day-dreaming is when our minds wander in the middle of the day while we are fully awake. We become detached from reality, visualizing a bizarre or unrealistic scenario we won't dare to do in real life.

Day-dreaming or visualizing is one of the most effective tools to train our imagination and unleash our creativity.

Pause a moment and look around you. This device from which you're reading right now, and before it became so popular, was a dream. An idea.

Imagine how hard it was to communicate with people living abroad before the invention of phones. How many sad stories are told about losing contact with a loved one? Not knowing how his fate was and how he ended.

Dreams come out of struggles. Out of need. Out of a desire to solve a problem or to help someone.

BUT dreams also may be dangerous and the source of struggles. What would turn a great tool into our worst **nightmares**? **Let's look at that next.**

OBTAINABLE OUTCOME

You may think of it as “OH, OH!”

II- OBTAINABLE OUTCOME



That's a picture of a man in 1912 who dreams about eating a tawouk sandwich for lunch, and his wife's ghost is angry about it because she COOKED FOR HIM before she passed away.

"**Hey! Wake up.**" Said the teacher while I was day-dreaming in her boring class. I went into a different world full of colors and butterflies, where the beautiful scent of flowers covered the air, and the birds sang the most beautiful hymns.

We didn't have to study for a boring class in that world. It was all fun. We could place any book on our heads, and the information would just upload into our brains.

That was a dream that I couldn't get. A fantasy. *(but I may turn it into a beautiful story. Anyway, that was not the point.)*

Research showed that **day-dreaming can sometimes prevent** us from achieving what we want. Because we might become so emerged in our dream world and so pseudo-fulfilled that we no longer attempt to work toward our goals.

Dreaming is an excellent source if we take that dream and objectively look at it. We must make sure that the **goal is obtainable**.

Examples of dreams we cannot obtain:

- Losing 20 kgs in 1 week.
- Becoming superman.

It's essential to define a **specific outcome** we want to reach, or our goals will remain dreams or transform into struggles.

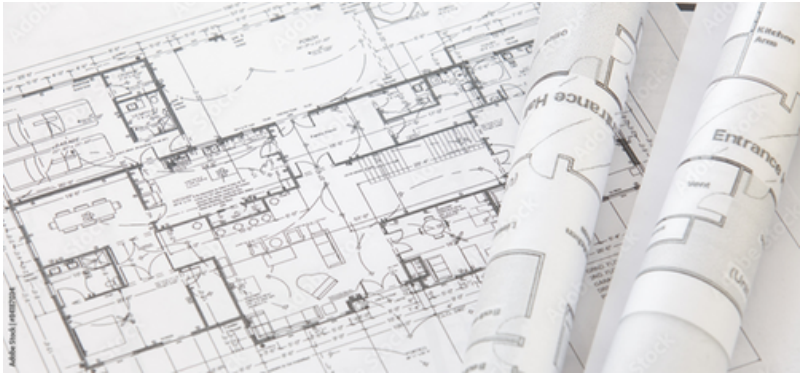
First, we dream, then we transform our dreams into goals. **But that is not it.**

We've all made a new year's resolution, but how many of that resolutions came true? **We must transform a goal into a plan** that we'll see why it's essential.

PLAN

"Hey, what's the plan? ;)"

III- PLAN



It might look like gibberish, but that's how a house looks on paper before it's built.

"**Planning is crucial,**" Katia concluded after returning from unplanned travel. Adventure is excellent, but not when you're a foreigner in a big country that you know nothing about. Not the language, not the roads, not nothing.

Turning the principal goal into **smaller pieces** is an essential step. Planning will make the following action more accessible for you and less stressful.

- Planning gives you a **clear picture** of what you need regarding resources to achieve your goal.
- It may prevent some **future struggles**.
- It allows you to set some **solutions** to future problems that might emerge.

- It gives you a deeper look at your project.

You don't have to cover it all, for more problems might still emerge. But you can still do your best and decide for sure if your goal is attainable or not so you can move into the next step "action".

ACTION

Time to do some work!

IV- ACTION



Congratulations! you reached the growth zone.

"A script remains a script unless a director and his actors bring it alive. Just as your words, your words are meaningless unless you put them into action."

I wrote this quote several years ago that still makes sense, doesn't it?

It's not enough to say I want to build a house. It's not enough to have the house drawn and planned on paper. I must live inside the house. I need to be held in peace and safety inside the house.

That's why I should **take action**, hire a team, do my calls, set the budget, and start building the first stone from the house.

The house is just an example. Each goal follows a unique process.

In this phase, it's all up to you whether you face your fears and step into growth or remain the same.

Reading so far means that you're stepping into growth.

During this phase, you might need additional skills like time management, public speaking, and stress management. You want to work, but **balancing your life and work is essential.**



ABOUT ME

NINETTE ABI ATALLAH

I'm Ninette Abi Atallah, and I help people to unlock their creativity.

I woke up this morning, and the first thing I saw was a **pile of books**. You might have known me through the "Read With Ninette" campaign, for which I won a special award from Elda. My goal was to foster a **culture of reading** in my society, and I succeeded. People still reach out and ask me for book recommendations and share their experiences with a book they read.

"Reading and discussing ideas is essential. The most developed societies are the ones made of readers."

People say that I have a contagious laugh, that I am funny, passionate, intelligent and **creative** and that I love food. (I wonder what I'm going to have for lunch today).

I have two favourite words. My first one is "**educere**", the origin of the word education, which means to lead forth or bring out something potentially present.

Education is one of my life's priorities. Between universities and educational institutions, I spent 9 years of my life during which I **completed two bachelor's degrees**, one in **audiovisual arts** and the second in **psychology**. I also finished my Master's courses in **clinical psychology** and adjustment, and I'm still going on.

"The more I learn, the more I realize I don't." – Albert Einstein.

I have worked in journalism, designing, advertising, the writing industry, entertainment, management, photography and education, which leads to my **second favourite word, "Multi-hyphenate."**

I'm **multi-hyphenate**, and it was through a book that I discovered this word. It refers to a person who has experience in over one field.

At my core, I am an artist interested in the human psyche, backed with significant baggage of scientific tools that will help you:

- Finding the **perfect career for you**.
- Find the road back to **creativity**.
- **Advertise** and **Market** your services.
- Create and implement your **social media** personality.

- Maintain a **balance** between work and life and managing your time.
- Talk and **present yourself** with **confidence** in public.
- **Manage stress** and overcome it.

You are **worthy**, and you deserve to be **successful**.

"**Unlock your creativity**" is my **signature program** through which I'll help you discover what's preventing you from **success**. We'll define a specific **goal** and make sure it's achievable.

My program takes into consideration that **every person is unique**. That's why together, we'll adjust it based on your needs.

Success is a continuous process that you can **start now**. **Invest in yourself** to invest in your career.

Register For a **FREE CONSULTATION**:

Email me at **info@ninetteabiatallah.com**

