Unlocking Innovation: The Power of Deliberate Creativity in Business with Dr. Amy Climer - Episode 393

In this Episode:

- How Dr. Amy Climer made creativity a learnable skill and now helps women entrepreneurs and purpose-driven leaders unlock soulful innovation and impact.
- The habits of high performers who create focused space, remove distractions, and use pen and paper to amplify creativity and grow their business with purpose.
- Practical strategies to overcome creativity blockers and unlock your most innovative thinking—key for women scaling past six figures and building authority.
- How to cut through today's noise, curate uplifting influences, and create mental space for true creativity and visibility growth.
- Lessons from major organizations on slowing down and making space, which entrepreneurs and small teams can apply to scale with soul and elevate leadership.
- Why creativity is the superpower women leaders need to thrive in visibility coaching, thought leadership, and business masterminds today.
- The inspiring story of a simple, self-made deck of metaphorical cards that grew into a global success, showing how soulful tools transform ideas into growth.

Notable Quotes:

"Creativity is more about just art, it's a skill, something we can develop."

"Creativity doesn't happen by accident."

"Creativity is about solving problems in new ways."

Pearls of Wisdom:

1. Be deliberate to be creative.

2. Let your own light shine.
3. Do good in the world.

Resources:

Dr. Amy Climer teaches teams to be creative and innovative. She is a speaker, trainer, and consultant in creativity, innovation, and team development. She uses research-based strategies, tools, and techniques to teach teams how to innovate on demand. Amy holds a Ph.D. in Leadership and Change from Antioch University. Her research led to the Deliberate Creative Team Scale, designed to measure the three critical dimensions of team creativity which she explains in her new book *Deliberate Creative Teams: How to Lead for Innovative Results*. Amy is a TEDx speaker and emcee and the host of The Deliberate Creative™ Podcast. She is the designer of Climer Cards, a creativity and teambuilding tool used by thousands to deepen conversations and generate ideas. Amy is trained or certified in Creative Problem Solving, Immunity to Change, and the FourSight Thinking System. In 2016, she won the Karl Rhonke Creativity Award from the Association for Experiential Education.

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