“These are the Days of Miracle and Wonder.”
– Paul Simon
Creative Wonders is a bright light in the world of communication. A compact shop, big on talent, we specialize in full service communications for businesses interested in balanced, enlightened living. Our unique spirit goes beyond the bottom line, straight to the heart of business.
CREATIVITY GUIDED BY CONSCIENCE
As a socially conscious, creative communications business we are a workplace of choice with a commitment to building sustainable communities, and promoting spiritual, environmental and ethical values.

★ Senior innovative expertise
★ Focus on LOHAS (Lifestyles of Health and Sustainability Market)
★ Small powerhouse with national and local clients
★ Fully accredited
★ Socially responsible business for over two decades
★ Integrated marketing strategies
★ Quick delivery and attentive service
★ Community leader
★ Relaxed atmosphere
Everything that is Alive is in the Business of Creation, Every Moment.
WHY SHOULD I CARE ABOUT CREATIVITY?
Everything that is alive is involved in the business of creation. In fact, Creative Wonders believes creativity is the very essence of each of our lives. In every moment, whether you are conscious of it, or not – you are involved in the biggest creative project imaginable – the creation of your own life!

Understanding creativity and how it works can help you:
★ manifest what you want,
★ save you time,
★ prevent wasted effort,
★ help you make money,
★ reduce frustration,
★ help you build the life, and business you want!

WHAT IS CREATIVITY?
Many people think that creativity is involvement with traditional arts: painting a picture; writing a poem; composing music. Engagement in this artistic process is seen as “creativity.”

We think this common belief gets in the way of true creativity and often stalls an individual or a company from reaching their highest potential.
How Creativity Works

The Creative Triad

Ready

Aim

Fire

The Creative Triad
**THE CREATIVE TRIAD**

The physical world is a three dimensional place. Everything that comes into physical form follows this three dimensional pattern. Creating “something out of nothing” is actually a three dimensional activity. At Creative Wonders, we refer to these three dimensions as THE BIG THREE: A CREATIVE TRIAD of ideas, plans and actions.

“THE BIG THREE” can be found in any area. The names change from discipline to discipline, but the basic meaning behind each of the three dimensions stays consistent. Here are some examples:

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<tr>
<th>READY</th>
<th>AIM</th>
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<td>ALTERNATIVE HEALTH:</td>
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<td>COMMUNICATIONS:</td>
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<td>marketing</td>
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<td>ACTIVITY BASED:</td>
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The only difference between “conscious creativity” and “unconscious creativity” is: conscious creativity helps you become “the master” of what you create – NOT “the victim” of what you create.

CONSCIOUS CREATIVITY
The creative triad appears over and over again in all aspects of life because it is a natural law of the universe that is always at work. You don’t have to be conscious of this law to have it work. Like the internal beating of your heart, you don’t have to consciously think – “heart remember to keep beating” – in order for it to work. It just does.

The creative laws of the universe are similar. They don’t need you to be conscious of them for them to work. We can choose to become conscious of how creativity works or we can ignore it. Either way it still works its magic.
“If we don’t go within, we go without.” – Neale Donald Walsh
This is the dimension where new ideas are born. Out of the void comes all possibility. It is this empty space that is the very essence of each and every atom in our bodies. Creativity requires a willingness to face the empty space. A willingness to let go, open your mind and face the unknown. In this void, it is important to ask questions, brainstorm and open new doors to old problems.

In business communications the task is to go from nothing to something: from a blank page to a page of ideas.

ACTIVATING INGREDIENTS: Willingness, faith
OBSTACLES: Fear, lack of freedom, inability to let go, fear of the unknown, judgements.
“The important thing is: do not stop questioning.” – Albert Einstein
This is the dimension of the mind; the arena where ideas become developed thoughts and concepts take form. The mind wants information. It loves facts, figures, analysis, theories, language, and research. This is the stage where we gather all the information needed to check out the viability of our ideas.

During this stage we ask questions and set parameters. For example: Who is your audience? What are the timing, the budget and the current branded identity? Then, the task is to actively choose a course of action.

**ACTIVATING INGREDIENTS:** Choice.

**OBSTACLES:** Mental fear, lack of focus, inability to choose, fear of analysis, laziness.

*If you want a great company, if you want a great life, ask yourself great questions. Once you ask the questions, you can start to make choices, plan strategies, live purposefully.*
“There is no such thing as try, there is only do.”  – Yoda (Star Wars)
This is the dimension where things come to life. It is the arena where action is taken and things manifest. In the communication world this is where the ad, radio, video, TV, event, signage, direct mail, etc. are all physically created.

ACTIVATING INGREDIENTS: Connection, interaction.

OBSTACLES: Physical fears, fear of failure, fear of interacting, fear of being rejected, fear of incompetence, fear of success, fear of responsibility.
The process of moving things about in a one or two dimensional “flatland” is not creation. It’s maintenance!

The Flatlands
WHERE COMPANYS GET STUCK
THE SHELL GAME
When only one or two dimensions of the triad are addressed, or valued – creativity flattens to a linear playing field where a game of comparison and duality begins. Creative Wonders calls this process “The Shell Game.”

The Shell Game is an attractive business game. Everyone has their shells (i.e. information, personal opinions, etc.) with which to play. The Shell Game often begins when one person gives an order and another person tries to carry it out. This great game of “either/or” is similar to sliding shells along a linear surface. Business, people, families, organizations spend all day shuffling their shells around with great speed and efficiency, giving the appearance of rapid change. In fact, enormous amounts of time and energy are often expended moving things back and forth, adjusting, redoing. Finally, at year end – bottom lines are about the same, relationships are often stressed, and individuals are often tired and discouraged. For all the effort, nothing new has emerged.

HIT AND MISS BUSINESS FLATLANDS
We believe many people are not conscious of how creativity works in a triad of three dimensions. When companies only value or operate well in one or two components of the triad, creativity appears to flatten. Let’s explore the dynamics of these “hit and miss” business flatlands.
Two Dimensional Flatlands
READY • FIRE
This common operating style for ready/fire goes something like this. Let’s brainstorm about “how to” – raise more money, solve a problem, invent a new product, communicate, etc. Everyone enthusiastically offers ideas. As soon as the meeting is finished everyone gets right to work – setting the ideas into action.

PROBLEM: This approach has skipped the “aim.” When there is no aim, or in other words – no value placed on planning, timing, budgets, and strategy - projects are often not on target. Consequently, people have great ideas, work really hard, but often are not very successful. The reasons for their lack of success can usually be found in a lack of organization, co-ordination, timelines and resources.

THIS STYLE IS MOST OFTEN FOUND: Creative endeavours, entrepreneurs, new age specialists, artists, art groups, activitists, healers etc.
AIM • FIRE

The aim/fire style goes something like this: Let’s research how we might go about “doing this.” A meeting is called and everyone is assigned to research projects, focus groups, task forces, planning committees etc. Plans and strategies are developed and reviewed by boards, staff, in-laws, friends, family, hairdressers, counselors, etc. After months, (hopefully not years) the plan gets put into action.

PROBLEM: When projects do not include “ready” they often lack inspiration, risk and creativity. When there is only “aim and fire,” “aim and fire,” “aim and fire,” you can literally shoot the life right out of a project. It becomes lifeless, dead and often there is little performance or success. People have once again worked very hard and yet often their projects fail.

THIS STYLE IS MOST OFTEN FOUND:
Accounting, banking, investing, research groups, law, etc.
The ready/aim style values inspiration, ideas, and input and then needs to check out the viability of implementing these new ideas. There is often a lot of time consulting appropriate groups for feedback and then setting up planning and strategy committees to make recommendations about how to proceed. This process often takes a long time and the plans and strategies never get put into action because people, circumstances and enthusiasm have all shifted.

PROBLEM: The “ready/aim” projects never come off the page to see the light of day. People work hard investigating, brainstorming, reviewing, researching, writing and planning, but when the pedal hits the metal, the engine is turned off. The reasons are valid, but usually too much time has elapsed, and now there is no budget or the people who originally supported the project have all left and the new people are frightened of implementation. Bottom line – nothing changes.

THIS STYLE IS MOST OFTEN FOUND: Governments, large corporations, bureaucratic structures, etc.
BUSINESS MIRAGES
Organizations or people that only value one side of the triad often run into really big problems. It is important to remember that the other two parts of the triad are still in operation – but in an unconscious or unvalued realm. Therefore, they are sort of like renegade soldiers. When a person or organization does not consider these sides, they don’t disappear, they simply create based on old beliefs, unconscious assumptions, fears, past experience, etc. The strength of these two unconscious realms often destroys the work in the conscious realm.

HERE IS AN EXAMPLE.
A soft drink company conducted 200,000 taste tests that “proved” a new drink formula tasted better than their original formula. So they launched the new drink and spent big bucks promoting it. But, the consumer quickly and flatly rejected the new product. Why? The research said people liked it and thought it tasted better.

WHAT WENT WRONG?
The error here was that the company believed only the “numbers” (the aim part of the triad). They did not look at the whole picture.

Unfortunately, numbers do not tell the whole story. People liked the old drink. They didn’t really want to change (even if they said they liked the taste better). The traditions and habits (physical world – fire/practicalities) were stronger than the numbers.
How to Recognize the Flatlands
“No problem can be solved from the same consciousness that created it. We must learn to see the world anew.”

– Einstein

- Duality reigns. Things are often seen as black or white.
- Someone orders. Someone supplies.
- Questions and solutions are placed in an “either/or” framework.
- Fun is not a part of the environment. Play is frivolous.
- Rules are inflexible. Or there are no rules.
- People do not cross into other’s job areas, or people step all over each other’s work.
- People are unhappy, bored, angry, depressed, etc.
- People do not speak out, or they will not keep quiet.
- Money is everything, or it is not important at all.
- Numbers, research, facts, logic are everything, or they mean nothing.
- To err is considered wrong.
- Individuals do not matter, only the system or the job function matters.
- Individuals blame each other.
- Personal responsibility is not valued.
- People do not give credence to “gut” responses.
- No one goes out on a limb.
- People react rather than be proactive.
- Change is not seen as positive.
- The bottom line is God.
- There are no great successes, and no great failures.
- There is only one correct answer.
Emerging from the Flatlands
To emerge from the flatland of duality and the process of maintenance (instead of genuine creativity), all sides of the creative triad must be addressed and integrated in all things.

Creative Wonders believes in “conscious creativity” – that is the conscious activation of all three sides of the triad in all aspects of our business life. We help individuals, companies and organizations identify, challenge and create workable solutions for their business needs using this model.

_Awareness, acknowledgement, acceptance and action are the four steps needed to emerge from the flatlands._

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**THE FOUR STEPS TO CONSCIOUS CREATIVITY**

_Awareness_
First you need to become aware of what creative paradigm you are operating under. Take our Creative Wonders “Ready, Aim, Fire Assessment” – it’s free.

_Acknowledgement_
Once you have discovered how you are operating you need to acknowledge this process in your day to day working life. Keep a journal. Keep mental notes. Ask others for assessments and conduct surveys.

_Acceptance_
It’s not always easy to see ourselves and our businesses with great clarity. We often do not want to change and so we will not accept what truly might help us. Gentleness with self and others is required here. There is truly nothing wrong, there is instead opportunity for growth. Accepting what is – letting go of control and opening up – reduces fear and allows space for the next step.

_Action_
Once you are aware of your patterns, you can acknowledge them, and accept them, you’re ready to take positive action!
Ready, Aim, Fire Business Assessment.

The Creative Triad
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<td>Ideas Factory</td>
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<td>You need innovation</td>
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<td>Getting Ready Meeting</td>
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<td>The Sky's The Limit</td>
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<td>You need branding</td>
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<td>You need strategy</td>
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<td>You need to reach people</td>
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<td>You need to be sure</td>
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<td>You need to party</td>
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<td>Event Development</td>
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<td>You need results</td>
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<td>Displays</td>
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Creative Wonders knows that in order to deliver a vital integrated product, it is important for the agency to completely understand:

• The Client: values, needs, beliefs.
• The Product: information, research, bottom line needs.
• The Organization: culture, climate, customers, product.

In short, to deliver an effective product that grows a customer’s business, we need to become partners.
In order to grow a customer’s business we need to become partners not suppliers.
Measurable Results
“CWC has not only been the agency of record for the North Shore Credit Union for four years but they have been a valued business partner. Here are some of our successes.

A recent HomeFlex mortgage campaign increased mortgages a whopping $26 million in six weeks.

The United Mortgage campaign has helped to bring in new business totaling $83 million in six months.”

MERYLL GOODMAN, Advertising and Promotions Manager, North Shore Credit Union

Best in North America
“CWC wrote our marketing plan and executed our complete advertising program for our paper. This plan won “Best Promotion for a Newspaper in North America.”

TRIXI AGRIOS, Promotions Manager, North Shore News

Lower Costs
“For over ten years, CWC has competently handled our advertising – significantly reducing overall ad placement costs.”

BRUCE HAWKSHAW, City Clerk, City of North Vancouver
“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us.”

– Marianne Williamson
ARTS
• Arts and Culture Commission of NV
• Public Dreams
• Sid M. Dickens - International Artist

COMMUNICATION & DESIGN
• Media Alternatives
• Inglewood Productions
• Julz & Co. Communications
• Taylor Made Media

COMMUNITY (Non-profit)
• Canadian Business For Social Responsibility
• Edmonton & Calgary Sun Run
• Kind Acts – Invest in a Kinder World
• Lions Gate Hospital Foundation
• Lookout Emergency Aid Society
• North Shore Community Foundation
• Peace Project
• Re/Max Children’s Miracle Network
• Summit on Spirituality & Sustainability
• Western Institute for Deaf and Hard of Hearing

COMMUNITY (Local)
• Brooks Wetsuits
• City of North Vancouver
• District of West Vancouver
• Inglewood Productions
• North Shore News
• North Vancouver Chamber of Commerce
• North Vancouver City Library
• White Waves Music

ENVIRONMENTAL
• Black Bear Network
• Burnaby Recycling
• City Environmental Protection Plan
• Fur Bearers
• Kitchen Gardens
• North Shore Recycling Program

HEALTH & WELLNESS
• BC Women’s Hospital Foundation
• Flora Distributors
• Health Canada
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<td>• Creative Pursuits</td>
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OUR VISION
Through caring leadership, Creative Wonders brings to communications a social, environmental and ethical standard that adds meaning, dignity, value and joy to work.

OUR VALUES
Do good work for good clients.
Be courageous and authentic.
Be abundant and fearless.
Work responsibly and ethically.
Delight people in unexpected ways.
Always have fun.

OUR MOTTO
May wonders never cease!
“Whatever you can do and dream you can do, begin it.”

- Johann Von Goethe