

The Successful Dilettante

from Susan Henderson

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Greetings/News

Welcome!

September 22nd was the autumnal equinox. Like a light switch summer turned off and the first day of fall turned on. In the northern hemisphere our temperatures are dropping, the trees are beginning to show off their glorious coats of vibrant color, and the lazy, hazy days of summer are officially over.

Today's calendar also shows we have 99 days left in 2008. That's 99 days remaining to accomplish the goals you set for yourself back in January. How are you doing with that? Have you even given it much thought? Or are you already making a plan for an even better 2009? If you need help, or a booster shot, you might want to avail yourself of a TastyBite Coaching for Clarity session to keep you true to your vision. More information can be found below.

Featured Video

I love this Free Hugs Campaign video. It always puts a huge smile on my face. Enjoy, then go out and get some hugs of your own. I dare ya!

http://www.youtube.com/watch?v=vr3x_RRJdd4

Social Networking

Join me for friendship and networking on Facebook:

<http://profile.to/susanhenderson>

Follow me on Twitter (and I will follow you, too):

<http://twitter.com/susanchenderson>

Featured Article: The Times They Are A-Changin'

"...As the present now
Will later be past
The order is
Rapidly fadin'.
And the first one now
Will later be last
For the times they are a-changin'."
~Bob Dylan (1964)

Listen up, fellow Creative Multipreneurs. The times they *are* a-changin' and the good news is it's to your benefit.

According to bestselling author Daniel Pink in his consciousness-awakening book, *A Whole New Mind: Why Right-Brainers Will Rule The Future*, we are moving out of the Information Age, with a workforce and life attitude that has been largely dominated by left-brain attributes—literal, sequential, analytical, logical, and functional, and into the Conceptual Age. Knowledge was king; long live the king. Not anymore. Not here in the U.S. anyway.

Pink attributes this change to three things: Asia, Automation, and Abundance. High tech, left-brain type jobs are being outsourced to Asia, where the work can be done far more cheaply. Or, computers and automation that can do it faster are replacing them.

We live in an age of abundance with a plentitude of shopping opportunities. It is no longer enough that a product or service be functional. We want an aesthetically pleasing form and a compelling story that touches our soul. We consumers want what we buy to have meaning and we want to know, like and trust the seller.

To compete in the marketplace in this emerging Conceptual Age, we must employ our right-brain attributes—simultaneous, contextual, metaphorical, aesthetic, and empathic.

In the Conceptual Age we must complement our left-brained reasoning with the addition of high concept and high touch skills. High concept involves the ability to see the big picture, to detect patterns and relationships, to craft a great and meaningful story, and to combine seemingly unrelated ideas into something novel. High touch involves the ability to empathize with others, and to understand, sense or intuit subtleties in human interaction.

To stand out in a crowded marketplace we must engage our creative right-brain aptitudes that are high touch and high concept. As Dan Pink says, "We must perform work that overseas knowledge workers can't do cheaper, that computers can't do faster, and that satisfies the aesthetic, emotional, and spiritual demands of a prosperous time."

It is your time to shine, my friends.

With loving kindness,
Susan

Recommended Resources:

Lateral Action

creativity + production = success

Lateral Action is a new blog recently launched by Brian Clark, Tony Clark, and Mark McGuiness. These creative guys not only provide articles and tips that help you succeed at "the intersection of creativity and productivity," but they take a fun novel approach to illustrate the things they discuss. The story unfolds with a series of animated videos featuring three characters who bring Lateral Action to life.

Check it out. It is a perfect fit for creative multipreneurs.

<http://www.lateralaction.com>

What Can Susan Henderson Coaching Do For You?

Put Me In Coach... I'm Ready to Play!

I currently have openings for a couple of one-on-one clients who are ready to play a bigger game. If results are important to you, I invite you to contact me. We can chat awhile to learn if I am the right coach for you and you are the right client for me. If so, we can then custom design a coaching program that is the perfect fit for you and your needs.

Grab a *TastyBite Coaching for Clarity session* if you who would love a power boost in clarifying where you are headed in the next three to six months and a 3-stage plan to get there. You will not only come away more motivated and energized, but with your own recording of the call and a written summary in hand for when you get a little wonky and lose your way. <http://www.susanhenderson.com/tastybite.html>

The DIY Mastermind Group: Insider Secrets to Creating a Successful Mastermind Group of Your Own ebook (by yours truly) is available on my website at <http://tinyurl.com/2nyuhs>.

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