

# Artistic Management – An Overview

Artistic Management helps individuals be effective managers and executives, by providing them tools and techniques for :

1. **Effective Problem Solving**
2. **Powerful Communication**

By providing systematic tools for problem-solving and communication, Artistic Management empowers managers and executives to approach any situation with tremendous self-assurance, power and effectiveness.

Through a two-step process of :

1. **Mastery over Self** (Dealing with Situations effectively)
2. **Mastery over Others** (Dealing with People effectively)

Artistic Management empowers managers and executives to be unstoppably creative problem-solvers and powerful persuaders/negotiators. They are extremely effective in generating innovative ideas and equally adept in negotiating with customers, closing deals, inspiring teams, etc.

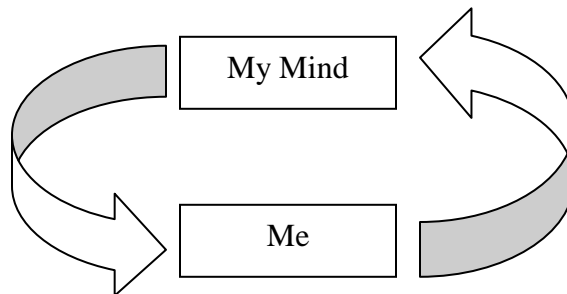
## **Problem-Solving as a Communication with one's own mind**

Artistic Management perceives Problem-Solving as a process of communication with one's own mind.

The conventional, untrained thinking mechanism treats problem-solving as a “*process of thinking and thinking about a problem till a solution appears*”. Although this approach provides an illusion of “*I have already tried everything that was possible; now I don't know what else can be done*”, it only creates linear, straightforward, obvious solutions. As a result, problems which cannot be solved in the most straightforward manner lingers on. To substantiate one's stand, managers may find solace in the fact that “*everybody in the industry is facing the same problem*”, and hence, the problem is considered solved.

Contrary to this, Artistic Management perceives problem-solving as a process of systematically stimulating the mind to trigger the response with the desired outcome. The mind's initial response acts as further, more-refined stimulus, serving as a feedback loop.

This process, when carried out in with systematic and controlled precision enables an individual to elicit truly creative and innovative thoughts, unconceivable by the normal thinking process.



**The process involves “steering” the mind towards a desired outcome by refining the inputs being provided to it in a precise, systematic, controlled manner.** Refining the “inputs” to the mind includes :

- Refining the perception of the situation
- Refining the questions being asked
- Reframing the “problem-definition”
- Refining the language being used in explaining the situation
- Refining the interpretation of the initial ideas provided by the mind

### **Why should managers/executives learn effective problem-solving ?**

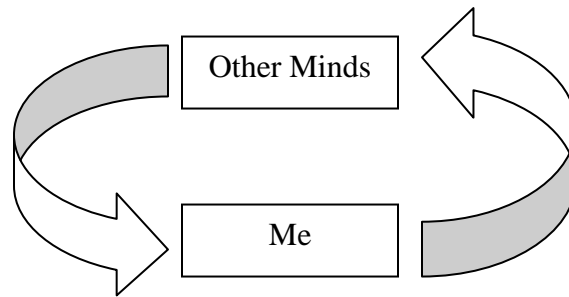
How does it feel to be in a situation when one doesn’t know “how to handle a situation” ?

Imagine being able to **encounter any situation with the sense of having powerful techniques in one’s toolkit**, which when applied, will definitely **provide new solutions and a lot of creative ideas to deal with the situation**. Even when a situation looks closed to everybody else, these techniques will help you provide new perspective to the situation, and create openings for new solutions to emerge.

Imagine the level of calm, confidence, power, control and effectiveness that could bring.

## Communication as Collaborative Problem-Solving process

Just as problem-solving can be viewed as communication with one's own mind, communicating with others can be viewed as a problem-solving process involving you and other people's minds.



In this model, communication is no longer a means of coaxing, persuading or convincing others into something, but a systematic problem-solving process involving the minds of all the individuals being communicated to. **Once an individual has mastered the skill of how to vary the stimulus to alter the response from one's own mind, he will be able to easily provide the right stimulus to elicit the desired response from other people's mind.**

Instead of trying to force a solution onto others or trying to get others to comply to a situation through imperatives, this method enables a whole team to creatively come up with solutions to a certain situation involving the problem.

**The "Leader" can inspire the team to create a desired outcome by "steering" other people's minds towards a desired outcome by refining the inputs being provided to them in a precise, systematic, controlled manner.** Refining the "inputs" to others' mind includes :

- Refining the perception of the situation
- Refining the questions being asked
- Reframing the "problem-definition"
- Refining the language being used in explaining the situation
- Refining the interpretation of the initial ideas provided by their minds

The solutions generated in this manner are accepted by the team "as their own solution" and doesn't require much coaxing or convincing for the solution to be adopted. The process creates more aligned, focused, compliant, willing and inspired teams, with the leader serving as the catalyst that triggers every one's minds towards the desired goals.

Teams aligned in this fashion experience the “true power of brainstorming” and would create solutions unconceivable in ordinary meetings and brainstorming sessions. Persuading and negotiation become exceedingly easy and effortless.

## **What does effective communication mean to managers/executives ?**

How does it feel being in a situation when you do not know “how to handle a person”? A difficult employee who is immune to pep-talks, an unyielding customer who is adamant on playing “win-lose”, prospects who won’t play ball – and not knowing “what to do with them”.

Imagine being able to **encounter any individual with the sense of having powerful techniques in one’s toolkit**, which when applied, will enable you to **steer any communication into a desired direction in a systematic, controlled, fashion**. Even when a person appears to be “incorrigibly hopeless”, you will always be able to find a way to show them a new perspective and create openings to get them to comply and take constructive actions.

Imagine the level of calm, confidence, power, control and effectiveness that could bring.

## **About the Artistic Management Workshop**

The **Artistic Management** workshop is a 2-day workshop focused on enabling the participants to “discover” powerful tools for effective problem-solving and powerful communication.

**Day 1** of the workshop deals with **Mastery over Self**, where participants learn effective ways of communicating with one’s own minds to generate creative solutions and innovative ideas to the regular managerial situations.

**Day 2** of the workshop deals with **Mastery over Others**, where participants learn how to communicating with the minds of other individuals as a natural extension of their own minds. Communication is transformed into a “**Collaborative Problem-Solving**” process and results in creating well-aligned solutions with teams, customers and prospects.