



ORGANIZING INSPIRATION

How To Bring Your Brilliant Ideas To The World



A course for entrepreneurs and creatives to identify their brand, create a work process, and implement and intuitive working schedule.

By Kirk Hensler
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Kirk Hensler was raised in metro Detroit on a steady diet of meat, potatoes and team sports. As a competitive athlete, he relied on his power and dominant attitude to excel. Years later, when he took up martial arts, he was tossed around a sweaty dojo for months by various women and children. This led to an exploration of ancient Eastern philosophies, which, in turn, led Kirk to Taiwan, where he taught English, studied martial arts and ate a lot of delicious and strange street food.

Today he owns a yoga/kickboxing/green smoothie studio in San Diego - Hale Holistic - and is the Co-Founder of the Hale Foundation - yoga/martial arts/creative arts for at-risk kids. He is also the Director of Media for Seeds Training - the world's #1 provider of youth training services. He travels with them around the world working with kids and creating videos on the effects of social, emotional, and leadership training.

Check out his blog, Kale & Cigarettes to keep tabs on his journey to becoming a hip-hop dancer, connect with him on Facebook, Twitter & Instagram and sign up for his bloody updates & contradictory life advice [here](#).

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Part IV (Bonus)

The Working Styles Assessment

Worksheet 4.1

Working Styles Assessment (4.1)

Think of this assessment like a horoscope, but for your preferred style of working.

The Working Styles assessment is a 12 question exam that creates the framework for how you look at the way you work. You discover what type of worker you are and how you can be even more productive.

This worksheet also identifies 10 different environments where an entrepreneur or a creative could go to work productively.

And finally, we've come up with 5 different symptoms that create "Worker's Block" and 3 solutions for each symptom.



QUESTION TIME.

The following questions have been created to help you identify your Working Style. It is utterly important that you answer them as honestly as possible. Meaning, choose the answers that immediately resonate with you, before you run them through your many image perception filters.

example: If you love the spotlight and do well in front of a group, choose answers that reflect that - even if you've gotten feedback that you should try to be a better listener or more reserved with your energy.

1)What motivates you to work?

- a) specific tasks, checking things off your to-do list, the personal satisfaction you get after finishing. (D , C)
- b) workplace environment, a fun project, proving to yourself that you can handle a challenge. (N , M)
- c) Interaction with people around you, friendships created through projects, seeing things happen around you. (R , Q)

2)When listening to the ideas of others, do you feel

- a) Interested in what they have to say, finding some of it useful and some of it not for you (N , M)
- b) inspired by their ideas, excited about how they can apply to your work. (R , Q)
- c) distracted from your own work, ready to get back to your own thoughts. (D , C)

3)When you have a new idea, where do you put it first?

- a) journal or planner, somewhere you can write it and keep it organized. (N , M)
- b) phone or computer, where you know you'll be able to easily refer back to it. (D , C)
- c) scribbled on any piece of paper you can find, just so you can get it down somewhere quickly. (R , Q)

4)How long can you sit down to work before becoming irritated?

- a) 2 + hours, without much thought. (D , C)

b) 1 - 2 hours, with a little fidgeting here and there. (N , M)

c) less than 30 minutes, and even that is a struggle. (R , Q)

5)What is your preferred time of day to work?

- a) early morning and/or late at night, during the few moments your mind is quiet. (R , Q)
- b) late morning and afternoon, after you've had a second to wake up. (D , C)
- c) late afternoon and evening, while other people around are working too. (N , M)

6)Would you rather work

- a) with a team of people actively communicating. (Q)
- b) alone. (D)
- c) around other people but not interacting. (N)

7)How often would you like to engage in brainstorming sessions?

- a) rarely, I don't enjoy working with other people. (D , C)
- b) once a while, it's not my favorite but I know it's useful. (N , M)
- c) almost daily, I feed off of other people. (R , Q)

8)Do you learn best by

- a) hearing it, then reading up on it, and then looking around for answers as I do it. (D)
- b) seeing it, asking questions, then doing it. (M)
- c) trying it right away, then looking at an example, and trying it again with what I've learned from the example. (Q)

9)Where do you keep your schedule?

- a) on your phone. (D , C)
- b) you don't keep a very good schedule. (R , Q)
- c) in your journal. (N , M)

10) What does your routine look like?

- a) think about project, write it down, then do it. (D)
- b) talk about it, try it, then take notes and make changes. (C)
- c) write out a plan, think about it for a few days, then try it. (M)
- d) try something to see if it works, scribble some notes, then think about it for a moment before trying again. (Q)
- e) jump into a project, go home and think about it, then draw out a plan. (R)

11) How do you participate in meetings?

- a) as quietly as possible, not saying much hoping that it will go faster and you can get back to work. (D , C)
- b) take notes on things you find important, only speaking up if it's absolutely necessary. (N , M)
- c) jump in and lead the meeting without much thinking, using white board to write down thoughts as they come up. (R, Q)

12) What is your most preferred method of communicating?

- a) email, it's more efficient and you don't have to get caught up in conversation. (D)
- b) phone call, more chance of conveying the details of a message than email, but still more efficient than meeting in person. (N)
- c) in person, being face to face let's you interact directly with the person you're communicating with and gives you a chance to gauge their immediate reaction. (Q)

Working Styles Assessment Results

Next to each of your answers, you'll find 1 or 2 letters in parenthesis. Check the box for the letters you selected for each question and total them up at the bottom.

example: if you selected "a" for question 1, then you'll check the boxes in the C and D column on row 1.

	C	D	M	N	Q	R
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
Total:	ICD	IDC	CID	CDI	DIC	DCI

The letters below your highest total indicate the distribution of your personal working styles.

example: If you're highest total indicates you're an ICD that means you're predominantly an Independent Worker with fair amounts of Coffee Shop Worker and a faint amount of Driver working tendencies.

If you scored equally on 2 columns then you're a hybrid and will move back and forth easily between working styles depending on your circumstances.

As you pay more attention to your attitude in different working environments it'll become more apparent which style you are most dominant in.

Working Styles Profile

What does it all mean?!?!

The “Working Styles” are based around the “Learning Styles” methods that were adapted by Seeds Training, one of the world’s most respected training companies. There is undeniable science to back these methods, however, I want you to pay attention to your gut reaction to these profiles.

I didn’t invent the Working Styles so you could finally stop the “who am I?” search. They are not all encompassing and I view them more as a tool for internal dialogue than as a way to verbally identify yourself amongst others.

“Oh, he’s a Virgo, that totally makes sense!”

Does it?

I’m guilty of talking and thinking this way too. It’s fun to be able to profile people as a way of understanding them better. But that’s only a fraction of the full story. While there will be one dominate Working Style that you relate to, you’ll possess traces of all three. And more interestingly, you’ll use different Working Styles in different situations. Start paying attention to that so your personal learning process can continue.

Use this information as a tool to identify your working habits so that you can maximize the ones that are working well and get rid of the ones that aren’t.

example - I like to pretend that I’m anti-social and don’t need other people’s acknowledgement when it comes to my work. The reality is, I wouldn’t accomplish most of the work I do without the help and energy of important people around me. This course wouldn’t exist if I wasn’t regularly interacting with key people to get their support and feedback.

I use this assessment as a way to remember that regular interaction with other, quality people is absolutely essential to my productivity. And instead of fighting it and pretending I am something else, I make sure that regular interaction with those people is as much a part of my weekly schedule as the workload itself.

(I) Independent

An Independent Worker prefers to work alone, with minimal distractions. Can work for long, sustained periods of time, between 2 and 4 hours. Typically eats at desk while working. Doesn't take breaks until task is completed.

Enjoys having guidelines to work within and tasks to cross off the list. Can tend to isolate because of anxiety. Needs little motivation other than the actual work itself being completed. Generally task masters with some controlling tendencies.

Highly focused and reliable. Incredible at planning and organizing. Sees things from a unique and analytical perspective. Tends to follow through on promises. Avoids networking if possible. Comfortable working within 9-5 time frame.

(C) Coffee Shop

A Coffee Shop Worker will network if there is a clear personal benefit. Likes to make work feel like a fun and personal experience. Tends to procrastinate. Might not always speak up but always paying attention and forming an opinion.

Can accomplish a lot of work during the late mornings and afternoons while other people are at the office. Enjoys working around other people, but not necessarily having to interact with them. Believes in collective energy but has own objectives.

Moderate length work periods, usually 1- 2 hours followed by hour long break. Prefers to have a journal or planner to write out thoughts and lists that can be seen, as this person tends to be visual.

(D) Driver

The Driver is a highly energetic, mobile worker. Impulsive and easily distracted. Constantly abandoning old projects for new inspiration. Needs interaction with other people while working as they tend to place more emphasis on the people than the work.

Extremely effective during short bursts of focused work. Must take frequent breaks. Short attention span for work periods, 30 minutes or less.

Works well in early morning or late at night when mind is calmer. Needs regular exercise and movement. Enjoys networking and frequent brainstorming sessions.

(I) Independent Workers tend to be behind the scenes of very successful enterprises. A company like Amazon, that had a meticulous plan for growth spanning over 10 years, was likely masterminded by an Independent Worker that was able to stick to the plan despite all the social and economic pressure of the others involved.

(C) Coffee Shop Workers are inspired by the look of things. Well branded companies with beautiful products like Apple and Nikon are usually backed by Coffee Shop Workers that will not rest until the work they are responsible for looks perfect.

(D) Drivers are the energy people leading the charge. They are usually behind companies like Zappos, which are built almost entirely on a "cool" company culture - where the work environment is social and interactive. Sometimes people will know more about the culture of a company like this than the product or service the company offers.

Suggestions For Working Styles Profile

The assessment revealed that you're one of six combinations of Working Styles. *ICD, IDC, CID, CDI, DIC, or DCI*. The first letter of the three indicates your dominate style, followed by your secondary style, with your least prominent style coming at the end.

You'll be able to use the suggestions for each Working Style to improve your work process in put yourself in more productive situations.

Independent Worker (ICD & IDC)

Set up your workspace like a sanctuary. Make sure you have peace and quiet and drink hot tea throughout your work periods to keep blood and energy circulating in your body. Stand up every 30 minutes and stretch and practice basic Tai Chi.

Don't let other Working Styles make you feel any less valuable because you're not as sociable or engaging. Your work is just as important, if not more so, than theirs and most projects could not sustain without your thoughtfulness.

During your downtime, make trips to the park or the library and take notes on your observations of the people around you. Interact with others through journaling and attempt to understand their motives by observing their behavior.

Schedule to meet with a **Driver** once a week to absorb some of their creative energy and get new ideas. Always take notes in your meetings, as they will be thorough and informative.

Share your goals with others, even if you don't feel it necessary. And take time every week to engage in 1 creative activity – painting, dancing, drawing, photography, language lessons – something that is intriguing but slightly uncomfortable.

Coffee Shop Workers (CID & CDI)

Try to speak up a little more. Your ideas are unique and well-positioned. Don't be afraid to get in the spotlight on occasion. You are incredibly intelligent and you see the world from multiple perspectives. You might find **Drivers** a bit abrasive, but that's only because you share some tendencies with them. Learn to appreciate them for their sheer energy and courage and use it to come out of your shell more often.

Try to move throughout the day, and engage in rigorous exercise at least once a week. You might hate it at the time, but it's good to challenge yourself. Since you're savvy, try to routinely catch yourself off guard so you can learn from new experiences.

Go to a few more networking events than you'd like, people are impressed by you and it will advance your own work much more quickly.

Work in a partnership as often as possible. You have the ability to do it all and sometimes that means you'll try to do too much. Work with someone else that you respect and can check in with once a week.

Keep your schedule and workflows visible as much as possible. Every time you see it, you'll be re-inspired. And try to work in visually stimulating environments, the more beauty you see around you the more it will show up in your work.

Drivers (DIC & DCI)

You are a blaze of energy. Hard to contain. You probably hate the thought of a schedule, but you also struggle occasionally with feeling lost and unfocused. Instead of a traditional schedule, outline all the things you need to work on and plug them into different places every week. That way you're still on task but it feels new everyday. The biggest trick for you is making everything feel like a new experience.

You'll be able to focus better early in the morning or late at night when your body isn't buzzing with so much energy. Do your personal work during these times and schedule meetings and brainstorms during the afternoons, when you generally lack focus, the other people will bring you back on track.

Once you get over the mental hurdle of buckling down and doing actual work, you'll find the work process itself very stimulating and a valuable use of your time. You'll never regret working.

Make sure you're always moving, every 10 minutes. Work at a standing desk as often as possible and keep close to natural light and high ceilings. Write your thoughts down on a letter-sized legal pad. Once you've poured it all out, take that chaos and transfer it to your computer in a more organized fashion.

Have a team that you trust and organize them to work together on your projects. You have the power and the energy to inspire others and that's what it will take in order to see your projects through, as you are probably distracted by a new idea already.

Places To Work

Alright, you've had some fun, learned something new about yourself, and are ready to call it a day, right?

Let's keep going and move forward with identifying some different places you can go to work. For some Working Styles, you might be comfortable with one place and one place only, for others, you might have a strong desire to mix it up or trick yourself into feeling like you're not actually working.

Here are ten suggestions for work places so you don't get caught up on the thought of, "Where should I actually do all of this work?"

1) Coffee shop

This provides you with the element of socializing without actually having to socialize. Some of the great minds referred to it as anonymous interaction, the same feeling you get while walking around in a big city. Plus you can stay jacked on caffeine if that's your style.

2) Wide-open room

If you're a big thinker it's nice to have a big space for your brain waves. Instead of being cooped up in an office or a small room, you can work in the largest room in your house, or anywhere with tons of natural light and high ceilings. Clutter is bad for energy to circulate so find a simple place.

3) Private room or office

If you don't like to be distracted then bunker down in your own private room. Make sure you bring water and snack if you don't plan on coming out for air for a while. This is beneficial if you need to control your environment to tap into a certain project.

4) Cohabited office workspace

These shared workspaces are all the rage in the young professional, hipster community. They are actually quite effective. It's the modern play on a corporate environment. Here you can share space and ideas with other creatives and entrepreneurs that are working on their own projects. The idea is that you don't have to go far for answers and you can regularly communicate with real people about your ideas. You can usually rent them for less than \$500 a month. Accountability is a big play here as well, if other people are showing up to work everyday then you'll want to as well.

5) Corporate office

Maybe you like things the old fashioned way, that's totally cool. It's good to know what works for you. Some people are more comfortable in traditional working environments and thrive in the corporate setting. The presence of competition can be a motivating factor.

6) Outside lounging

Some people choose their work locations simply so they can Instagram them once they get there. Poolside in Palm Springs or at the beach doing research, there are a lot of people that enjoy working in a more leisurely environment. It's an effective way to trick yourself into feeling like you're not working and to let the visuals around you stimulate your work.

7) Library

There are few cooler work environments than a library, unless you're scarred from high school or college. But if you have ever been to the library as an adult you know it's awesome. The smell and sight of books can give you the extra mustard you need to grind out some work.

8) Restaurant with large tables and open windows

Again, sometimes working in an environment that isn't normally intended for work has a tremendous effect on your ability to focus. And why not combine work with a necessity that can often occupy a great deal of time?... Eating. Snack on some food, spread your materials across a large table, and check things off your list.

9) Picnic table at the park

If the sun is out and you have some reading or writing to do it can be great to take your gear to a park and set up shop at a table. There will be plenty of action happening around you so you won't have the feeling that you're missing out on life. And insights come while you're out existing in the world. You'd be surprised what useful information might be floating around at the park.

10) Hotel lobby

So many interesting people come in and out of hotels. If you're looking for inspiration or even data to analyze then hang out in a hotel lobby for a couple hours and let your imagination roll. Of course, it'll be important to act comfortably so you don't get thrown out.

What To Do When You Don't Feel Like Working

It seems like we're as good at finding reasons not work as we are at doing the actual work itself. Not to worry, this is common in many people and can be easily addressed.

The key is not to think about things so much, or put so much pressure on yourself.

It's important to remember that we are likely going to be our own worst critics and until we can look at our own work in a more holistic and objective way, we'll always be at the mercy of our emotions.

Energy works in cycles. It comes and goes just like the moon. The trick is knowing what to do with each state.

I've identified five symptoms that hinder work, or create "Worker's Block."

I've also identified three sustainable solutions for each symptom. Once you are able to take your overly active mind out of the equation for just a second, you'll see the importance of managing your energy and state of mind like an always-changing organism. You'll be a little more realistic with yourself and, in turn, more productive. I would say calm too, but I don't want to make too many promises.

Think about it like this - we would never judge a flower for not blooming in the winter. In the same way, we should never judge ourselves for our energy and productivity cycles.

1) Scattered/Overwhelmed/Depressed

You can't be on all the time, even if you're highly motivated. Truth is, sometimes we just can't get it together. And that can be stressful when you're the star of your own show and you don't feel like taking the stage. But don't attach to the stress of it; that will only make it worse. Instead, here are a few simple options to get you through uncertain moments.

1) Go for a jog and stretch for 5 minutes

It might seem like the last thing you want to do in terms of productivity, but getting blood flowing to your brain and chemicals circulating more effectively has a strange ability to put your problems into perspective. This will get you clear, almost every time.

2) Sit down and meditate for 5 minutes

Sometimes you just need an internal hug. It's a lot of pressure to motivate yourself. More often than not, if you just sit down, close your eyes, and start breathing, you'll work through your emotions and find some focus.

3) Make a to-do list, for today only

Write a list of 3 things that need to get tackled TODAY. Don't let fear of the future stifle your efforts right now. Make a quick list and attack the simplest item on the list.

2) Conflicted About What To Be Working On

I get it, you're busy. And as such you put an ungodly amount of pressure on yourself to accomplish 100 things a day. And that can make it feel like you're running around in circles, getting almost nothing accomplished. Then you start to criticize yourself for how you spend your time which leads to the ultimate entrepreneurial nightmare – being paralyzed by options and getting nothing done. Don't worry, we've all been there. Here's how to work through it.

1) Pick one task

Your list is enormous, and growing by the day. In your head you might think one thing is more important than another. But remember, you're ultimately just working for happiness and fulfillment. It doesn't matter which task you pick to work on, so long as you pick one. ALL accomplished work is satisfying.

2) Schedule out entire week

Write out the whole week so you can see that there will be time for everything. Our minds often get skewed into thinking we have to accomplish everything today. If we can merely see on paper that we have all week and that everything on our list will fit into the week, we can relax and concentrate on one project at a time.

3) Don't be afraid to shelf things

You might have a brilliant idea in your head, but the pieces aren't quite lined up around you. Instead of forcing this project onto your plate, take good notes and put it on the back burner for a while, until circumstances around you bring it back to your attention. Eventually, things will line up and you'll be able to accomplish it with much less resistance.

3) Unmotivated

The worst is when you wake up and simply don't feel like working. You'd rather sit around or do anything but what's on your list. Again, this is common so don't beat yourself up about it. Accepting these things gives way to the understanding that our energy works in cycles. Still, if you'd like to push through, here are a few suggestions.

1) Call your accountability partner

I don't know about you, but I work out a lot harder when someone else is watching me or telling me what to do. It might not be something I'm proud to admit, but it's absolutely true. The same can go for business. If you have someone that you admire and respect, give them a call when you're feeling out of focus and talk to them about it. They will either understand and give great advice or they'll just allow you to get it off your chest and realize how lucky you are to have these problems.

2) Read your "why" statement from the Identifying Your Brand worksheet

Sometimes you just need a quick reminder why you got in the game in the first place. This might sound too simple to be effective, but please, give it a try next time you're struggling to get to work.

3) Apply deadlines, and bring other people in on them

Give yourself a deadline on something you've been putting off. And if it's not enough to be accountable to yourself, bring someone else in on the deadline – either by collaborating with them on the project or telling them that they have the right to disown you as a friend if you don't finish on time. Keep in mind, we tend to work harder for people we don't know as well because they don't care as much about our excuses.

4) Overworked

From an energy standpoint, there's only so much we can do at a time. You have probably experienced mental or physical fatigue at some point in your career. And with the way our brain and body works, it's not something we can exactly push through. Sometimes we just need rest and perspective.

1) Do nothing, just sit

Again, our energy works in cycles. You could be experiencing a lull and need to just sit through it for a day or 2. Usually, you'll take a couple days off and feel compelled to get back to work on your own.

2) Take a day trip

Get outside of your work. Get on the train or the bus and cruise somewhere that you don't often go. This might seem like a waste of time but new ideas exist in new places and if you don't spend time in new environments how can you expect to grow?

3) Delegate

You'd be surprised how quickly hired workers cover their own costs. There are probably 10 full-time jobs circulating through your head right now, and that can be a blessing, but not if they just sit in there and never see the light of day. Make a list of things you'd like to get off your plate and start making some calls.

5) Bored

Ok, this is a serious one. When you start asking yourself, "What's the point?" put the American Spirit down and start reframing your thinking. The point is in the work itself. In committing and learning things only hardworking people can understand. Have you ever spent a full day working outside with your hands? And how did you sleep that night? We're made to work. Our bodies and our brains love working. It's just that we resist it in our minds on occasion because we're partially crazy.

When you work hard, you feel proud of yourself. And that is the point. On another note, try these on for size.

1) Brainstorm with smart people

Get together with a group of people that are up to inspiring things and talk about your projects. You'll get new ideas and realize that other people are out there kicking ass and it'll light a small fire under yours.

2) Go away for a weekend

You're in need of a slightly more extended getaway. Don't worry, it doesn't have to be extravagant. It just needs to be away. You can go to your parent's house and be reminded of how lucky and awesome you are after 10 minutes with them. Or go to a new city, put on some headphones, and walk. Take pictures, take notes, let yourself explore.

3) Go to a conference

This is like a super brainstorm camp. Go listen to experts talk about their fields. Again, you'll be flooded with new ideas and it'll probably ignite your creative and competitive spirit once you realize there's absolutely no reason you can't be doing everything they're saying.

5 HOT TIPS FOR WORKING STYLES ASSESSMENT

1) Don't put yourself in a box

It will prove to be extremely useful to know your Working Style when choosing the work you want to be doing. However, don't limit yourself to one way of being. You can always teach yourself new tricks.

2) Collaborate with different Working Styles

The different Working Styles make the work process more whole. Don't use their differences to alienate yourself, instead use them to round out your ideas and learn new ways of looking at things.

3) Practice working in different environments

Sometimes people think they are only going to get one great idea their entire lifetime. Or they become good at something and are scared to leave it. Many great artists and creators have spent decades working on different projects before finding something that they could consider a true calling. Da Vinci did just about everything, and all of his experiences made him the genius that he was.

4) Stop thinking so much

Just stop. You're wasting time not working.

5) Check your excuses

When you catch yourself making an excuse, pause and write it down. Stare at it for a while. Notice if you're acknowledging your own role in why something doesn't look the way you'd like it to.