

# Achieve Your Creativity Breakthrough

*Awaken your innate creativity through mindfulness and meditation.*

In our changing and challenging times, we're called upon to find new depths of creativity in our relationships, our work, and our lives. In his new book, *Core Creativity: The Mindful Way to Unlock Your Creative Self* (Rowman & Littlefield, June 21, 2022) trusted leadership coach and mindfulness trainer, Ron Alexander, guides readers in finding the conduit into their wellspring of creativity.

*Core Creativity* offers ways to go beyond the limitations of creativity to access the core creativity that comes from the very center of our being: the depths of our unconscious. Ron Alexander has decades of experience working with artists who must regularly draw on deep creativity and who have learned what to do when the well seems to have run dry. Throughout the book he shares strategies and key insights from personal interviews with highly creative artists including music producer Val Garay, director Amy Ziering, and actor Dennis Quaid.

Additionally, Alexander provides step-by-step instructions on establishing a mindfulness practice, along with how to employ visualizations, that promote the flow of ideas leading to profound transformations.

Even for those who think of themselves as lacking creativity, Alexander points to findings in the neurosciences that prove how everyone has the potential to create the neural connections that awaken innovative possibilities. And he drives home how mindfulness steers the process.

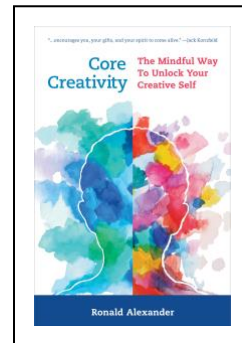
*Core Creativity* presents useful meditation guidelines, along with an array of mindfulness meditations directed at developing different mindsets — such as body observation, self-compassion, open mind consciousness, and patience — to set the intention for a distinct type of awareness.

**Key Messages:** Expounding on the exciting possibilities available to us all to open the mind and stimulate creative responses, Alexander explores:

- Where ideas ultimately originate from
- What valuable mind-sets and habits can prepare us to achieve creative breakthroughs
- How to activate the “witnessing self” to become less emotionally reactive and more open to new experiences
- How to embrace what Buddhists call *beginner’s mind* to approach what’s familiar with a fresh perspective
- How dreams offer clues to what’s unfinished or unexpressed in our lives

*Core Creativity* shares ideas that are fresh and original, while practical and readily applicable. For anyone seeking to enhance their creative abilities and achieve their goals, *Core Creativity* provides tools for achieving genuine breakthroughs.

— MORE —



## Social Media

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## About the Author

**RONALD A. ALEXANDER**, PhD, is a psychotherapist, a mindfulness trainer and a creativity, business and leadership coach. He has a private psychotherapy and executive coaching practice in Santa Monica, California. He's the executive director of the OpenMind® Training Program, a leading-edge organization that offers personal and professional training programs in mindfulness-based mind-body therapies, transformational leadership and meditation.

He's the author of the highly acclaimed book, *Wise Mind, Open Mind: Finding Purpose and Meaning in Times of Crisis, Loss, and Change* (2008). His new book is *Core Creativity: The Mindful Way to Unlock Your Creative Self* (Rowman & Littlefield, June 21, 2022).

Learn more at [www.CoreCreativity.com](http://www.CoreCreativity.com).

### *Booklist Review:*

"In this time of a pandemic, vanishing workplaces, violence, and difficult changes, creativity seems to be the key to survival. But how do you unlock your core creativity? ...[*Core Creativity* is] Perfect for serious readers looking for a creative lift to improve their lives."

"Mindfulness is a direct conduit to the rich inner world of dreams, memories, and fantasies, unlocking the door to endless imagination. It relaxes the conscious mind, bringing the creative unconscious online."

— Ron Alexander, PhD