



## Ideal Day Exercise

A powerful tool to help a client break through barriers is to ask them to describe their “Ideal Day.” Even the instructions for the exercise are a stretch for many people. They must go beyond “I see myself as a sales representative for a consumer products company working with Fortune 500 customers.” That’s a start! But for it to penetrate to the subconscious level – which is critical to activate the powers of individual creativity – requires that the client use both intellect and emotions in the exercise. Here are the instructions:

“Imagine that you are writing a movie script which depicts a day in your ideal life. You must describe every detail of the scenery, your feelings, and your activities, as well as the people with whom you are interacting. Describe it in such vivid form that a producer (someone besides you!) could read your description and instruct others in building the props, casting the characters, bringing the right personality and style to the acting, and sequence the activities the actors are doing! Include your work, your home, your family life, your leisure activities, any special aspects in your environment, the pace, and each activity you do from dawn till bedtime. Imagine there are no restrictions in time, money, or any other aspect. Ready? Write that description in the space below or on a separate sheet. Take 10 to 20 minutes to do this.”