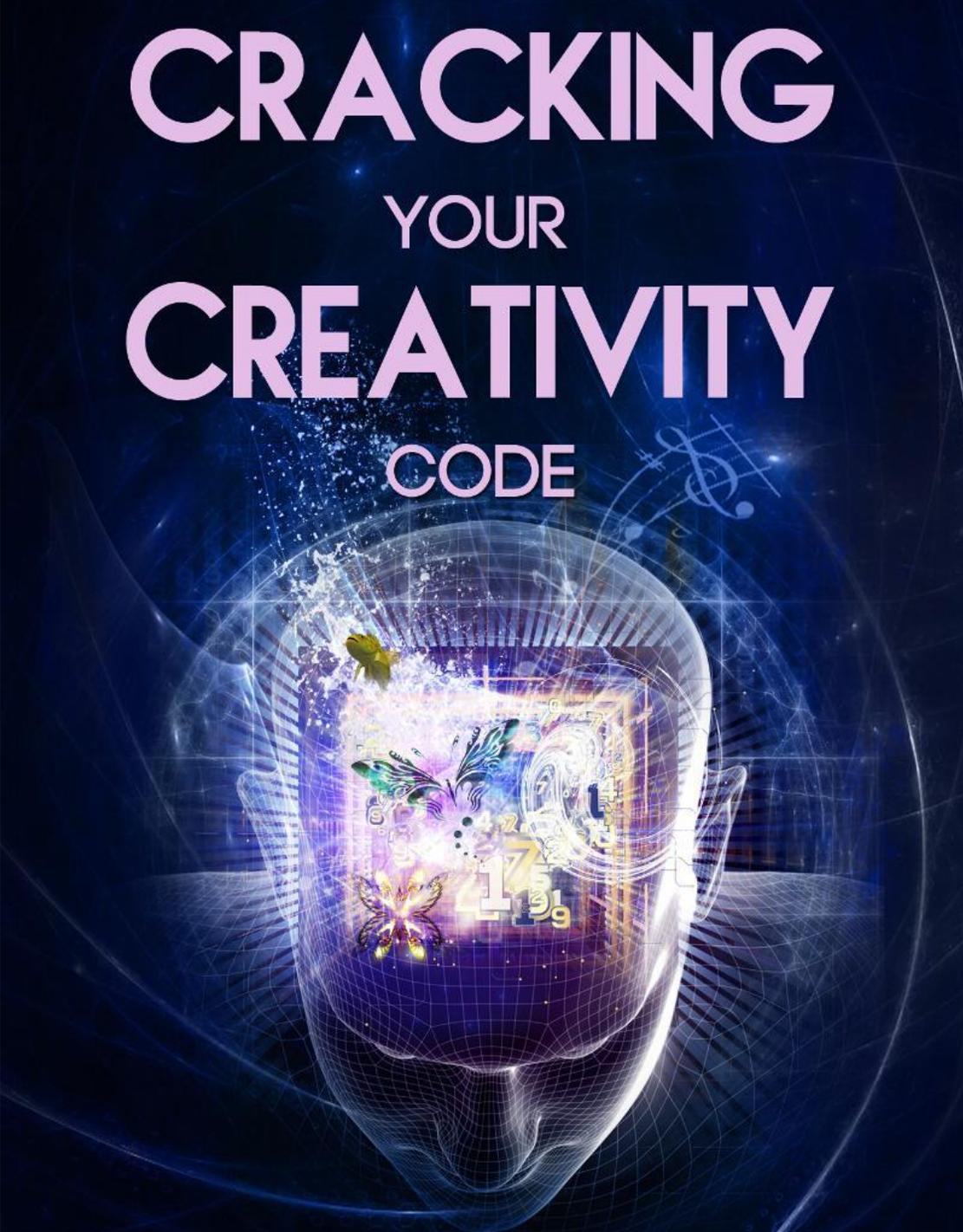


CRACKING YOUR CREATIVITY CODE



UNLOCK YOUR CREATIVE POWERS

RIVER DOG FILMS presents A JIM WOODEN production **CRACKING YOUR CREATIVITY CODE**
Guides JAMES AUSTIN, BOB BILDER, SUSAN BOOKHEIMER, TENSHIN FLETCHER, ELISHA GOLDSTEIN, CATHY JO HENDRICKS,
NANCY HYLAND, MARY IDA KENDALL, LAURIE ANN LEVIN, BERYL NOZEDAR, SENSEI RON THOMAS

<http://www.CrackingYourCreativityCode.com>

PRESS KIT

For more information about this film, please contact:

Jim Wooden

TEL 310.266.4590 | EMAIL Creativitycode@gmail.com

CRACKING YOUR CREATIVITY CODE

Film Title:

CRACKING YOUR CREATIVITY CODE

Logline:

Unlock Your Creative Powers

Technical Info:

TRT: 90 Minutes

Exhibition Format: DVD, ProRes 422

Aspect Ratio: 16x9

Shooting Format: HD

Color, English

A ***Companion Handbook*** is available for viewers to dig deeper into their creative process. It includes additional references and research, as well as exercises and reflections that will help viewers break through to peak creativity.

Cracking Your Creativity Code and the *Companion Handbook* offers a powerful and inspiring journey for individuals and creative teams.

Contact Info:

To arrange interviews, screenings or speaking engagements, please contact:

Ryan Azevedo

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SYNOPSIS - SHORT

Cracking Your Creativity Code takes you on a guided journey designed to awaken your full creative potential. You will be guided by experts in the fields of creativity, neuroscience, psychology, meditation & peak performance.

Insights from modern neuroscience to the ancient wisdoms are woven with poetic imagery offering a transformative experience. You will explore the rational, emotional, intuitive and spiritual realms of creativity. What combination will unlock your creative powers?

SYNOPSIS - MEDIUM

Creativity transforms every aspect of your life. Creativity allows you to generate new ideas, solve problems and create new possibilities. Creativity has the power to change the world and you.

What if you could tap into the hidden and limitless creativity that we all possess? What if you could master the same powerful forces used by Mozart, Da Vinci and Einstein? What if you could unleash your creativity?

CRACKING YOUR CREATIVITY CODE takes you on a guided journey deep inside the creative process where you will learn ways to awaken your full creative potential. You will be guided by experts in the fields of creativity, neuroscience, psychology, meditation and peak performance. Plus you'll go behind the scenes into artists' studios where they reveal their personal creative process.

Insights ranging from the neurosciences to the ancient wisdoms are woven with poetic imagery designed to take you on a transformative journey. You will explore the rational, emotional, intuitive and spiritual realms of creativity. What combination will unlock your creative powers?

You will discover practical techniques to spark your creativity as well as strategies to remove creative blocks. **CRACKING YOUR CREATIVITY CODE** will open doors never imagined and transform you and your world.

SYNOPSIS - LONG

CRACKING YOUR CREATIVITY CODE explores the profound claim that we can all tap into the same powerful forces of creativity used by Mozart, Da Vinci and Einstein.

The film shares insights and discoveries into the field of creativity; drawing upon experts in the fields of human behavior and spirituality from neuroscientists and psychologists to Zen Monks and artists.

Neuropsychologist, Bob Bilder, Ph.D., who directs UCLA's Tennenbaum Center for the Biology of Creativity, contributes his findings from his research on creative cognition and exceptional abilities while Psychologist and best-selling author Elisha Goldstein, synthesizes the pearls of traditional psychotherapy with a progressive integration of mindfulness to achieve mental and emotional healing that lay the groundwork for higher creativity.

Clinical Neuropsychologist and Professor-in-Residence in the UCLA Department of Psychiatry and Biobehavioral Sciences and Department of Psychology, Susan Bookheimer, Ph.D. specializes in functional brain imaging and elaborates on her studies into the organization of language and memory in the brain and how it can affect creativity.

Psychologist Laurie Ann Levin, Psy.D. lends her unique insight into the study of creativity as a former high powered Hollywood agent responsible for signing such celebrities as Michael Keaton, Madonna, Michael Jackson, and others before making the bold move to follow her true calling as a spiritual healer and obtaining her doctorate.

As **CRACKING YOUR CREATIVITY CODE** continues the journey into the intuitive and spiritual realms of creativity the viewer receives insights from: Zen Monk Charles Tenshin Fletcher (Roshi-Yokoji from the Zen Mt. Zen Center), OM Behavioral Therapist Mary Ida Kendall, CHt, Center for Creative Recovery instructor Cathy Jo Hendricks, OMD, Neurologist, author and Zen Practitioner James Austin, M.D., Spiritual Motivator Beryl Nozedar and peak performance expert, Sensei Ron Thomas.

CRACKING YOUR CREATIVITY CODE brings together insights from the rational, emotional, intuitive and spiritual realms of creativity while taking you on a visually poetic journey designed to imbed creative transformation into your being.

Filmmaker Bio

Jim Wooden - Producer & Director

Filmmaker Jim Wooden lives a creative life. Jim has hopped freight trains, ran with the bulls, lived in a tipi and went to film school. Since he can remember he has loved the image. “Words seem to get in the way of a deeper reality. Film is such a wonderful art form, I tend to like it even more when it’s not wrapped too tightly with narrative.” There is something disingenuous about storytelling. Jim tends to favor the esoteric, magical and surreal realms.

At times, reflecting the angst of the contemplative tradition, his style never abandons his “urge to merge” with states outside everyday consciousness. Returning to the question “What’s behind it all?” His latest film, **CRACKING YOUR CREATIVITY CODE** is a treasure chest of creative insights; it is not only a resource, but also a guide to creative inspiration. Viewers find, “It’s a powerful experience that worked on me long after the viewing”

Jim at age 15, while attending a Santa Monica middle school met a teacher and mentor, Len Wechsler. Together they made films; from body surfing and skateboarding to running with the bulls in Pamplona, Spain. (Where Lenny got to be the director/cameraman and Jim had to run.) It was a time of many laughs mixed with the joys of filmmaking.

Onto UCSB (University of California Santa Barbara), Film Studies. In those days (1976) film students sat and watched movies (twice) and wrote lots of four page papers. Studying the likes of Ozu, Bergman, Fellini and master auteurs (as well as pop culture and documentary film.) It was a smorgasbord of lessons. The assignment of short form films every quarter produced several surreal themed pieces. Symbolism replaced words, while the mystical replaced straight narratives. Upon graduating with honors, Jim Wooden becomes floor director for the Santa Barbara evening news.

Jim loved being on a set. Ready for Hollywood, he took all his connections from being poolside bartender at the San Ysidro Ranch in Montecito (during the writer’s strike) and ventured back to his home base in Santa Monica. Hollywood did not open their doors. After a despairing year, a UCSB buddy, Scott LeyVa got Jim a job at a small ad agency. There Jim produced promotional 16mm films. To get even more time behind the lens, he and Lois Radivoy started A **Video Affair** (1981) an event video company. Now 35 years later, Spelling, Streisand, Kudrow, Walters, Davis, Slaughter along with thousands of others have appreciated his style. After the ad agency, Jim teamed up with actor director Geoffrey Binney (and his wife Baiba) and thus started a 10-year collaboration making marketing and promotional videos. They traveled the world having a ball.

After marrying in 1991 and having 2 girls, Jim thought he better take another shot at Hollywood. He landed an assistant job on Birdcage (Mike Nichols). He loved returning to the set, but the 18 hour days made him realize his family life was taking a back seat to his career. He decided to focus more on the home fires and became a successful maker of promotional and event videos and a number of short films.

In 2007 Jim began producing and directing short form documentaries on the artist’s process for high schools and colleges with the focus on “Creativity is the new Literacy.”

It was this experience with artists that inspired **CRACKING YOUR CREATIVITY CODE**. Over the next four years (woven with paying video gigs) Jim produced, directed and edited

CRACKING YOUR CREATIVITY CODE. The result was a film that has more than just information, it has transformation imbedded throughout it. A COMPANION HANDBOOK was also written to guide the viewer with further exploration and assist them on their creative journey. Jim is currently developing a television series based on the film.

Jim and the GUIDES are available for post screening discussions.

The Guides



Bob Bilder, Ph.D. - Clinical Neuropsychologist

A widely published, board-certified neuropsychologist with decades of experience researching links between brain and behavior in health and disease, Dr. Bilder directs UCLA's Tennenbaum Center for the Biology of Creativity, studying creative cognition and exceptional abilities that may be important keys to achievement in diverse artistic, scientific, and business domains.



Elisha Goldstein, Ph.D. - Psychologist

Elisha Goldstein, Ph.D. is a psychologist, speaker and author who has published numerous articles, chapters, and blogs, including the bestselling books *The Now Effect: How This Moment Can Change the Rest of Your Life* and *A Mindfulness-Based Stress Reduction Workbook*, and his upcoming book *Uncovering Happiness: Breaking the Depression Loop with Mindfulness and Self-Compassion*. In his work he synthesizes the pearls of traditional psychotherapy with a progressive integration of mindfulness to achieve mental and emotional healing. He has his private practice in West Los Angeles, California.



Nancy Hyland, MA, LMFT - Psychologist

Nancy Hyland, MA, LMFT, is a licensed Marriage Family Therapist who specializes in working with adolescents, and adults who have been impacted by early relational trauma. Nancy brings an integrated, multidisciplinary approach to her work. In order to support a client's movement towards growth and transformation, Nancy employ's a variety of interventions often including mindfulness, Cognitive and Dialectic Behavior Therapy, Jungian Mandala / Art Therapy and Sensorimotor therapy. Nancy believes we each have our own inner wisdom, and that through a supported process of self-discovery, her clients can learn to handle difficult emotions, and become empowered to take steps towards making the changes they want in their lives.



Susan Bookheimer, Ph.D. - Neuropsychologist

Dr. Susan Bookheimer is Clinical Neuropsychologist and Professor-in-Residence in the UCLA Department of Psychiatry and Biobehavioral Sciences and Department of Psychology. Dr. Bookheimer specializes in functional brain imaging with PET and functional MRI. Her work has focused on the organization of language and memory in the brain, in healthy adults and children and in neurologic conditions and developmental disorders. Recent work focuses on understanding the neural basis of social communication deficits in autism using functional MRI, encompassing both verbal and non-verbal communication, and focusing on emotional aspects of social comprehension.



**Mary Ida Kendall, CHT,
OM Behavioral Therapist**

Mary Ida Kendall has been in private practice in the field of behavioral science since 1991. She specializes in recovery, post-traumatic stress and artist development using holistic trance state modalities that include hypnosis and breath work. She taught in California for 14 years as a state certified instructor of hypnotherapy and is currently working on her first book; [The Pure Heart Brigade: The true story of addiction, recovery and the benevolent narcissist.](#)



**Charles Tenshin Fletcher
Roshi-Yokoji Zen Mt. Zen Center**

Born in Manchester, England, he moved to the United States in 1979 to study at the Zen Center of Los Angeles with founder Taizan Maezumi Rōshi, for whom he served as jisha (personal attendant). In 1994, he received Dharma transmission (authorization to teach) in the White Plum lineage from Taizan Maezumi Rōshi. Charles Tenshin Fletcher Rōshi is abbot at Yokoji Zen Mountain Center, in the San Jacinto Mountains, near Idyllwild, California. Tenshin Rōshi has trained thoroughly in kōan and shikantaza as well as other more recently developed forms of practice. In addition to his work in the US, he returns to the UK annually to lead a sesshin near Liverpool. Tenshin Rōshi co-authored *Way of ZEN* with David Shoji Scott (2001).



Cathy Jo Hendricks **OMD - Teacher-Center for Creative Recovery**

Cathy Jo Hendricks, OMD, is dedicated to the premise that “True Healing is Making Whole”. Whether working with individuals or groups, the goal is to help each person find and fulfill their heart’s passions, discover and develop their unique gifts, and find ways to share these gifts in service to our world. After many years of clinical practice, Cathy realized that CREATIVITY is a crucial component of the healing process. This led to the founding of her CENTER FOR CREATIVE RECOVERY. Cathy combines SOUND and movement along with Somatic Experiencing and Trauma Release techniques. Movement and meditation and metta, homeopathy and Bach flowers, art and collage of all sorts, guided imagery, storytelling—all of these play a role in Cathy’s process, serving as a means of connecting herself and her clients with their own infinite wisdom and healing potential.



James Austin, M.D. - Neurologist, Zen Practitioner

His earlier research was in clinical neurology, neuropathology, neurochemistry, and neuropharmacology. As a Zen practitioner, he has since become keenly interested in the ways that neuroscience research can help clarify the meditative transformations of consciousness. Austin’s interest in the psychology of the creative process led him to write Chase, Chance, and Creativity. He has also the author of Zen and the Brain, which was followed by Zen Brain Reflections, Selfless Insight, and Meditating Selflessly.



Laurie Ann Levin, Psy.D. - Psychologist

In 1977 Dr. Levin launched her career at what was to become one of Hollywood's premier talent agencies, Creative Artists Agency (CAA). There she was responsible for signing such celebrities as Michael Keaton, Madonna, Michael Jackson, and others. After almost twenty years in show business she made the bold move to follow her true calling as a spiritual healer and obtaining her doctorate with the intention of bringing spirituality to the field of psychology. Dr. Levin founded Moonview Sanctuary, a highly respected treatment and research institute, in 2004. Each Moonview program was created through the careful integration of modern medicine, psychology and neuroscience, together with ancient knowledge and healing spiritual practices from around the world. She published her first book in 2009: [God, The Universe and Where I Fit In](#). Dr. Levin lives with her husband, Jerry, in Washington, DC, and mid-coast Maine.



Beryl Nozedar - Spiritual Motivator

Beryl studied Natural Medicine, Numerology, Hypnotherapy, Cranial Sacral Therapies, using knowledge, left brain, complemented by her right brain intuitive gift. She has been working in all of these fields successfully for over 33 years. Her Tarot readings are by phone, for people all over the world, which are as accurate, if not more so, than in person. Her readings are designed to inspire and empower people to have self-worth and to encourage them to develop their own individual creativity to enhance their everyday lives.



Sensei Ron Thomas **Transformational Life Coach and Mindset Expert**

Sensei Ron Thomas is the author of Positive Thinking is for Sissies and The Best You Can Sucks, Five Reasons Why and What to Do About It. He is the founder of The Mastery Boot Camp, a transformational personal development program; The Mindset Academy for Athletes, peak psychology training for competitors who want to win, and PIVOT, 360-degree empowerment coaching for entrepreneurs. Sensei Ron is recognized as a leading authority in Human Potential and Personal Development. As a Motivational Celebrity Speaker and Mindset Expert, Sensei Ron Thomas is uniquely positioned to deliver a blend of Inspiration, Focus and Empowerment to his audiences and students. By combining Esoteric and Inner Development principles from the martial arts, breakthrough strategies from human behavioral modalities like NLP, and Focus and Mindset approaches from high-performance athletes and entertainers, he delivers a punch unlike other experts in his field.