



## For Immediate Release

### Contact:

Scott @ MassGrass Media

+1 215.356.7423

[scott@massgrassmedia.com](mailto:scott@massgrassmedia.com)

### **Jumpstart What Matters Most in 2011: Get There From Here Introduces Group Coaching Series Designed for Creative People and Professionals**

*Six month coaching journey equips clients to focus on integrating creativity into fabric of work and life using a narrative-based approach*

January 5, 2010, PHILADELPHIA – PHILADELPHIA – Get There From Here (<http://www.getthere-fromhere.com>) today announced it has officially launched Jumpstart What Matters Most in 2011, a six-month group coaching series that begins on February 2 and culminates on July 20.

Using the universal power of story, Jumpstart equips clients for getting to the deeply important creative, vocational and entrepreneurial goals they have for themselves – but that they struggle year-in and year-out to fulfill or fully integrate into their lives.

"Creative people know that not getting to the stuff that matters from a creative standpoint is an uncomfortable way to live, but they also recognize that nothing truly difference-making and creative is easy to accomplish" said Jennifer Gleeson Blue, founder and president, Get There From Here. "Jumpstart is designed to intentionally collaborate with participants to build and strategically roadmap a life wherein they are fulfilling creative goals or unleashing creative skills across their roles in work and life."

### **Who It's For**

Jumpstart What Matters Most in 2011 is especially designed for creative professionals and individuals who are

- consistently carrying un- or under-developed creative projects – a written work, a film, an exhibit, performance, a new industrial design, a new building, a digital ad campaign – that never get started or finished
- in the middle of a creative project that has hit a wall and is stuck or stagnant
- feel they want to go deeper and do better at their creative-based career – graphic design, writing and content development, marketing communications, architecture, publishing, software development, filmmaking, visual or performing arts, craft making
- starting or growing a creative-based business
- managing or leading creative people and want to get more out of them
- feeling something deeper in their work and life needs to be freed and acted upon

## **The Process**

Jumpstart moves participants through Get There From Here's narrative coaching process that focuses on identifying and analyzing current stories that are preventing clients from getting to the stuff that matters in their creative lives and work. Then it equips them to create and begin living with a new story that is customized to their unique needs and goals.

## **Why A Group Setting**

Since this process is often a rite of passage for those who take part, doing so in a group makes the journey richer and the change more lasting. Often, the community of creative difference-makers becomes so tightly knit throughout the six-month series that they form a kind of support group who stay connected well beyond the journey's conclusion.

Full information and pricing for Jumpstart is available at <http://www.getthere-fromhere.com/jumpstart2011/>

## **Why Get There From Here Uses Story to Get To the Stuff That Matters**

Get There From Here engages clients across the creative economy and in visionary organizations through the imaginative power of story, which serves as a gateway and catalyst for self-discovery and change. The firm's method is grounded in a philosophy and training that Jennifer has closely studied and refined over the last several years.

"Using story gives clients the universal language, distance and safety they need to move beyond their surface behaviors and habits and dig into the deeper parts of their identities and life patterns," said Jennifer. "I'm building on the great work of Dr. David Drake, Jim Loehr and others who pioneered this approach, and I've geared it specifically toward creative people."

At its simplest, Get There From Here's narrative approach does three important things:

- It empowers clients to identify stories big and small that prevent them from getting to the stuff that matters to them
- It enables clients to examine and transcend those stories in ways that help them evaluate, hold onto or release them
- It equips clients to create a new story or set of stories that facilitate their ability to get to the stuff that matters to them

## **About Get There From Here**

Get There From Here exists to help creative individuals who want to make a difference get to the stuff that matters. It gives clients to access the universal, creative power of story, bridging the gap between where they are and where they want to be. The company was founded in 2007 by Jennifer Gleeson Blue who established her narrative approach to help creative people and organizations facilitate change. As a classically-trained coach and Coach U. graduate, she draws upon her own creative life as an actor, musician and storyteller to engage, equip and empower her global client base. Based in Philadelphia, Get There From Here is located online at <http://www.getthere-fromhere.com>.

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