

CIZ DIFFERENTIATION ZONE

Where creativity meets strategy™

Creatives-In-Residence

Guiding Principles for Your Deliverables

1. **Join - Strategy Studio 6-8 weeks in advance of your residency**
 - a. Meet our community of purpose-driven strategists and creatives
 - b. Read Karla's book, *Differentiated*
 - c. Apply and share your learnings and aha moments
2. **Engage - Your fans and followers 6-8 weeks in advance of your residency and throughout your month**
 - a. See our social media engagement guidelines
3. **Promote - 1st week of the month of your residency**
 - a. See our social media engagement guidelines
4. **Showcase - 2nd week of the month of your residency**
 - a. This is a custom educational program. The content will be packaged as learning moments.
 - b. Please keep your showcase to 45 to 60 minutes.
 - c. Storytelling is an excellent method of sharing your content and learning moments.
 - i. People remember stories and appreciate vulnerability.
 - d. This is an opportunity to introduce us to you and your work.
 - i. Tell us where you live, work, and what draws you to your creative practice.
 - ii. Perhaps you tell us about your favorite piece of art and the one that was most frustrating to create.
 - e. Share your work or demonstrate your creative practice.
 - i. If you are a musician, perhaps you play your music.

- ii. If you are a visual artist, perhaps you share a work in progress and a finished piece and explain the magic in the middle.
- iii. If you are a writer, you could read or recite some of your work.
- f. Share about your muse.
 - i. What is your process for finding creativity?
 - ii. Where do creativity and strategy meet for you?

5. Guest Blog – posted the 3rd week of the month of your residency.

- a. Your blog doesn't need to be lengthy – sometimes short and impactful is best.
 - i. Karla's blogs are typically 250 words, plus or minus.
- b. View this as an opportunity to dig a little deeper into content from your showcase. Perhaps you discuss:
 - i. When you feel most creative.
 - ii. What you do to connect to your creativity.
 - iii. Where creativity meets strategy in your practice.
 - iv. How you use strategy to move your creative practice forward.
 - v. Anything insightful you'd like to share.

6. Creative Tips - 4th week of your residency.

- a. Leave behind a written list (or video) with tips to foster a creative life.
- b. We're looking for nuggets our purpose-driven strategists can use in life and work. Here are a few ideas to get your creative juices flowing.
 - i. What's your "Top 10" list of ways to keep your creativity flowing?
 - ii. What are you reading, watching, or listening to that stokes your creative fire?
 - iii. Do you have a list of places to visit or learn about that have inspired you and your work?
 - iv. Please limit your doc to one page or less.