

Course Summary & Learning Outcomes

Business for Creatives | What you will learn and practice

COURSE PURPOSE

Business for Creatives helps young artists understand themselves as developing creative professionals. Students build skill, adaptability, trust, collaborative judgment, professional systems, and the ability to create meaningful value for others while protecting their own creative voice.

THE LEARNING PROGRESSION

Know yourself. Learn continuously. Become an expert. Earn trust. Build the network. Think and collaborate. Discover the need. Create value. Execute professionally. Remain on the hook.

BY THE END OF THE COURSE, STUDENTS SHOULD BE ABLE TO:

01 Know Yourself

Identify strengths, limitations, priorities, values, resources, learning habits, and a useful future direction.

02 Learn Continuously

Recognize learning routes, verify understanding, explain ideas clearly, and adapt when a method stops working.

03 Become an Expert

Build useful craft, judgment, production literacy, and problem-solving ability through practice and evidence.

04 Earn Trust

Show preparation, reliability, communication, ethics, accountability, and follow-through.

05 Build the Network

Recognize complementary expertise, develop trustworthy relationships, and know when to involve another specialist.

06 Think & Collaborate

Use teach-back, lateral thinking, and parallel thinking to examine problems and work effectively with others.

07 Discover the Need

Ask good questions, listen before prescribing, and separate evidence from assumption.

08 Create Value

Connect creative work to goals, audiences, purpose, success measures, and real needs.

09 Execute Professionally

Use clear roles, workflows, schedules, files, approvals, quality control, credits, and responsible handoffs.

10 Remain on the Hook

Own your learning, decisions, contributions, communication, and the quality of delivered work.

“Business is human communication. Expertise without accountability is incomplete.”

— Mark Henry