

Business for Creatives

Enrichment Reading and Listening Guide

These resources are enrichment, not a reading-volume assignment. Students may use complete books, selected chapters, interviews, audio, or instructor-approved excerpts. The goal is to take one useful idea, test it against real creative work, and explain where it applies.

Recommended student enrichment

David Epstein

Range: Why Generalists Triumph in a Specialized World

Breadth, experimentation, adaptability, and transfer. The point is not to avoid expertise; it is to become better at learning across disciplines and carrying useful ideas from one context into another.

Class connection: Learning Preferences & Adaptability. A DAW, platform, or job title can change; transferable thinking and learning remain useful.

Seth Godin

Linchpin

Initiative, responsibility, generosity, trust, and professional value. A linchpin creates value by solving problems, communicating clearly, accepting responsibility, and making the people around them better.

Class connection: Expertise + Accountability + Trust = Professional Value. Ask: What can people count on you for?

Edward de Bono

Six Thinking Hats

Parallel thinking and disciplined team examination. The hats are thinking modes, not personality types; everyone practices evidence, emotion, caution, value, possibility, and process.

Class connection: Thinking is a skill. Use the method to reduce ego defense and improve group judgment; pair it with lateral thinking to generate alternatives.

Blair Enns

The Win Without Pitching Manifesto

Expertise, positioning, discovery, and value conversations. The central lesson for this class is to understand the problem before proposing the solution.

Class connection: Discovery before prescription. Ask what success looks like, why it matters, what is not working, and what the real need is before pitching an answer.

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Tribes

Networks, leadership, community, and contribution. Leadership does not require a title; it requires helping people move together around a useful goal.

Class connection: Build the network. Know who has expertise you do not, contribute your own strengths, and create more value together than separately.

Additional instructor and contextual enrichment

Jim Rohn

The Five Major Pieces to the Life Puzzle

Personal philosophy, attitude, activity, results, and disciplined action. Use his ideas as prompts for responsibility and habit formation rather than as fixed business doctrine.

Class connection: Personal Creative Needs Assessment, Ikigai / purpose and fit, non-negotiables, tradeoffs, and the 90-day commitment.

Chris Do / The Futur

Discovery, Value and Professional Practice

Creative professionals often undervalue their work when they talk only about deliverables. Better conversations uncover the client or project goal, the value of solving it, and the real problem behind the requested output.

Class connection: Serve the work. A request for a song, mix, logo, video, or website may be several layers away from the actual need.

Malcolm Gladwell

Outliers; Blink; David and Goliath

Context, opportunity, experience, intuition, and unconventional advantage. His work is useful for asking better questions about success, practice, environment, and why apparent weaknesses can sometimes produce different strengths.

Class connection: Do not mistake a visible result for the whole story. Talent develops inside systems of opportunity, repetition, relationships, timing, and context.

How to use enrichment material

Capture one idea worth keeping, explain it in your own words, and identify where it applies to a song, session, collaboration, project, business decision, or professional relationship.