

What Is Your Creative Model?

1

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The Creative Model Canvas is based on the well-known Business Model Canvas, used by investors and businesses to explore how a business or product works commercially - and how it needs to change.

The nine boxes divide between who you serve and how you use your resources and skills to create value.

We use the model to explore how your creative skills help others, how this leads to your own rewards (not everything we value has to do with money), and what may need to change.

The Creative Model Canvas is a reflective tool that will lead to more questions rather than give you simple solutions.

2

Build Your Creative Model

START

- Consider each box on the canvas.
- Start noting your answers in each box.
- You can start anywhere you want.
- You do not need immediate answers.

CONSIDER

- Different versions of you.
- How does your model look today?
- How might your model change in the future?

EVOLVE

- Amend, redo and rethink your answers.
- If necessary, print another copy and start again.
- A business model is a model, not a plan.

USE IT FLEXIBLY

Sketch, cross out, revisit and create new versions as your thinking develops.

What Is the Creative Model for You?

Name: _____

WHO HELPS YOU?	WHAT DO YOU DO?	HOW DO YOU HELP?	WHAT IS YOUR RELATIONSHIP?	WHO DO YOU SERVE?
Friends and allies: Who do you need to invest more time with? Who are your important collaborators?	What you deliver: What do you make, deliver or enable?	Your value: What problems and difficulties do you solve for people?	Are you employed, hired, commissioned or working as a partner?	Are they bosses, customers or firms?
	WHAT DO YOU HAVE? Skills and resources: What key personal and technical skills do you offer?		HOW DO YOU ENGAGE WITH THEM? Channels, meetings, pitches and portfolios.	
WHAT DOES THIS COST YOU?			WHAT DO YOU GET THAT IS VALUABLE TO YOU?	
What do you invest in this - money, time, emotion or stress?			What do you want - money, time, emotion or less stress?	