



The Creative Hive Workbook

A Self-Discovery and Career Enhancement Guide

*"You see, I want a lot.
Perhaps I want everything
The darkness that comes with every infinite fall
and the shivering blaze of every step up.
So many live on and want nothing
and are raised to the rank of prince
by the slippery ease of their light judgments.
But what you love to see are faces
That do work and feel thirst.
You love most of all those who need you
As they need a crowbar or a hoe.
You have not grown old, and it is not too late
to dive into your increasing depths
where life calmly gives out its own secret."*

- Rainer Maria Rilke

e: david@davidpdiana.com
t: @davidpdiana
w: www.davidpdiana.com

© 2011 David P. Diana
Layout by David P. Diana Consulting

Table of Contents

Prelude

- ❖ Introduction
- ❖ Process
- ❖ Model overview

Part 1: Separation

- the Call to Adventure
- making Preparations

- ❖ Breaking Free
- ❖ Understanding “Self”
- ❖ Owning Your Gifts
- ❖ The wisdom of others
- ❖ Setting Desires & Intentions
- ❖ Find Your Profitable Niche
- ❖ Embracing Change

Part 2: Descent

- Crossing the Threshold
- Looking Deep Within

- ❖ Building Your Personal Brand
- ❖ Understanding Your Audience
- ❖ exploring “Look & Feel”
- ❖ Messaging that Matters
- ❖ Defining Offers
- ❖ Creating a Marketing Campaign
(Online & Offline Essentials)

Part 3: Initiation

- Ordeals & Rewards

- ❖ Implementing Your Plan
- ❖ Overcoming Obstacles
- ❖ Evaluate, Revise, and Renew

Part 4: Return

- The Road Back
- Renewal

- ❖
- ❖ Building Long Lasting Growth
- ❖ The Road Back
- ❖ Closing

Introduction

Most efforts to build awareness and generate business growth are lacking. They're lacking in scope, creativity, and genuineness. They have no depth and no way of speaking to your audience.

The work you are about to begin is grounded in the belief that self-exploration and a depth of understanding about what makes you and your business function is the key to creating the kind of success you are looking to achieve. Ultimately, we want you to create marketing and business development efforts that surprise with their authenticity and clarity of purpose.

This is a workbook about deeper growth. It is a bridge between possibility, creativity, and your world of work. We want to help you get over the threshold and into a world of real possibility.

Throughout it all we ask that you stop periodically and take a moment to look around you; see what's possible, and learn the power of you fully expressed.

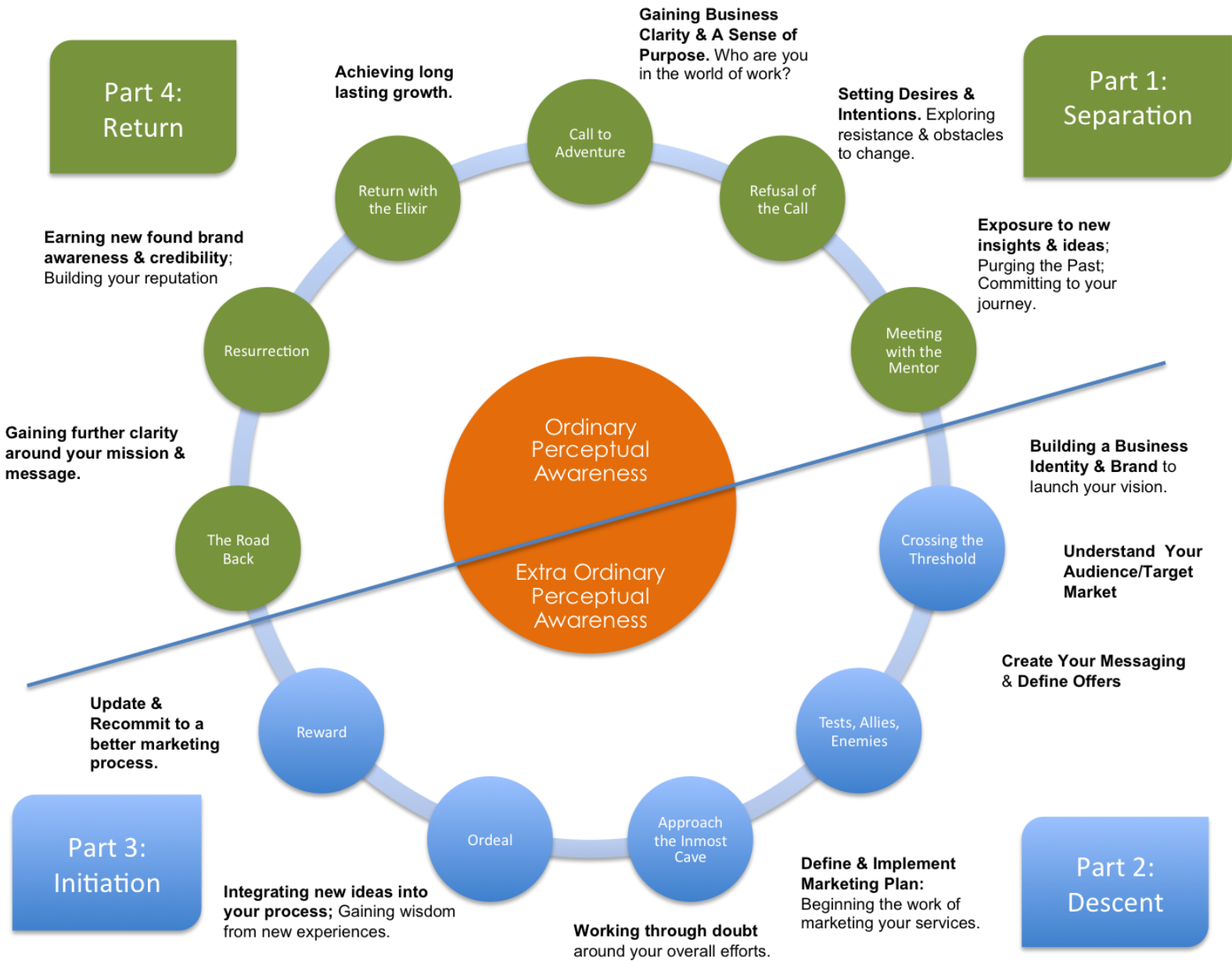
Process

Engaging in an endeavor of this magnitude will bring you face to face with new and old challenges. Once you look within, listen to new possibilities, and take steps towards your own “call to adventure” you enter a new realm of universal proportions.

The rewards for doing so are immeasurable.

Like any journey, there are important markings to note. Our marketing model uses “The Hero’s Journey” as its foundation precisely because it gives us insight and guideposts along the path of change. It helps us to understand and recognize the journey we must go through for transformation to take place. We map key marketing activities and concepts along this path to create a marketing development program like no other!

Welcome to the journey. We believe it will bring you face-to-face with a business and career strategy that will be life changing.



* (Model inspired by the work of Carl Jung and Joseph Campbell. It is an adaptation of work created by Christopher Vogler - www.thewritersjourney.com)

part 1: Separation

*“As you go the way of life, you will see a great chasm.
Jump.
It is not as wide as you think.”*

- Native American Proverb

Breaking Free

Exercise #1: Recognizing The Gap

What IS

Years ago a friend of mine was looking for work. He had all the qualifications but couldn't find what he was looking for in a market that was becoming increasingly competitive. After months interviewing he was finally offered a job, only to find out the salary and benefits left a lot to be desired. And if that weren't enough, a final blow was dealt when the company informed him that he would need to sign a contract committing to the position for two years. And there it was – no salary increase, no cost of living adjustment, and no possibility for advancement over the next two years. Beautiful right?

Even more surprising than the story itself was the fact that my friend thought long and hard before declining the offer! It was a gut wrenching decision eventhough the job appeared to have very little value.

Many of you know this story because, like me, you've experienced it yourself. Today, right here and now, I am here to tell you that this kind of offer is **unacceptable!**

Your first task is to recognize and know this to be true!

(1) Write down your “World of Work” reality as it exists today.

What COULD BE

The possibilities are endless.

There is an incredible window of opportunity that exists today for numerous reasons (*e.g., fragmenting markets, the world wide web, social media and a shrinking world, new marketing models that favor relationships over dollars, demand for niche markets*), and we will discuss and incorporate these throughout this process.

(2) Write down some “windows of opportunity” that might be available to you.
(*brainstorm ideas with colleagues, ask friends and family*).

Exercise #2: It's All Invented



*"Who sees it all? Varuna has but 1,000 eyes, Indra 100, you and I only two."
– Hindu saying*



Les Demoiselles d'Avignon, 1907, Picasso

It's not easy to open yourself up to possibility. And when you make the effort it can be filled with risk and setbacks. When you're feeling stuck, remind yourself that your world is, in many ways, a psychological construct of the mind. And the story you see and tell yourself is founded on a network of assumptions. No matter how objective you try to be, the world still extends well beyond the borders that confine you to your every day reality. Every dilemma you find yourself facing only appears unsolvable inside a particular frame or point of view.

As we look at our "reality" and begin the process of opening ourselves up to new possibilities, a simple practice is to remind yourself that *"it is all invented"*.

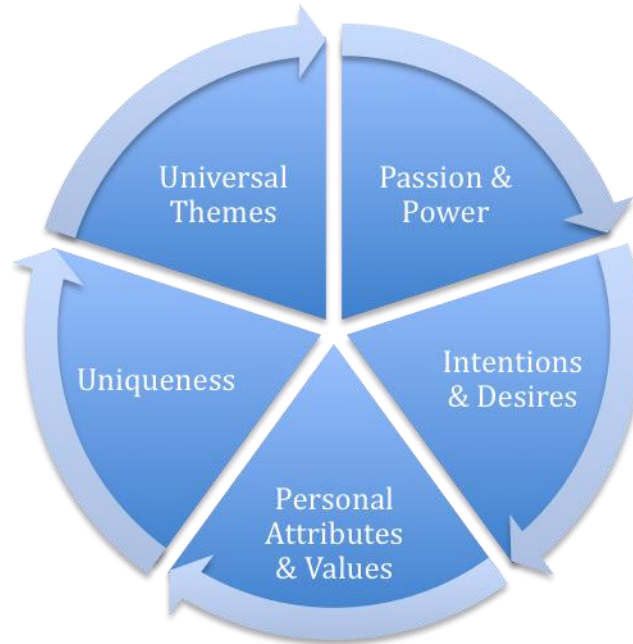
Let's begin by thinking of your current situation or a recent challenge you faced. Ask yourself the following two questions:

(1) What assumption am I making, that I may not be aware I'm making, that gives me what I see?

(2) What might I now create, that I haven't yet created, that would give me other choices?

Understanding “Self”

NOTE: Without a deeper sense of knowing and understanding you have no foundation.



We begin by taking a closer look at what it is you seek. What is it that has you questioning and reflecting? Many of you already feel you are on the “right” path, however, it is important for you to continue to explore further and deeper. You need to reflect on those elements that embody you if you are to maximize your potential in the marketplace. You must take a courageous look at your personal quest.

Invest In What Comes Naturally

"Would you rather be sufficient, or masterful? Would you rather be bright, or a freaking supernova? Would you rather be well-rounded, or on your own leading edge?...If it doesn't light you up, you're not the right person for the job Invest in your second nature!!!"

– Danielle Laporte, Spark Sessions

Note: Stop seeking "normal"!

By "normal" I mean steering the course, being well-rounded, reaching out to others in your typical fashion, and generally playing it safe. Tapping into your gifts and true interests should truly light you up and instill a level of passion and devotion that will surprise most people. We are not talking about balance! Balance may be "fine", but we are talking about stepping away from that expectation for a moment. We are also talking about recognizing the fact that most people you view as excellent are not necessarily "balanced". They have super human dedication and commitment to what it is they are doing. They love what they do with all their being!

Exercise #3: What's the Story You Are Trying to Tell?

This exercise will help you identify patterns and places where your passion and gifts shine brightest. *(Adapted from, "The Creative Habit" by Twyla Tharp)*

(1) What is the best idea you've ever had?

(2) What made it great in your mind?

(3) Can you connect the dots that led you to this idea?

(4) What is your creative ambition?

(5) What are the obstacles to this ambition?

(6) What are the key steps to achieving this ambition?

(7) What are your habits? What patterns do you repeat?

(8) Describe your first successful creative act?

(9) Describe your second successful creative act?

(10) Compare the two.

(11) What is your ideal creative activity?

(12) What is your greatest fear?

(13) What is the likelihood of either of the answers to the previous two questions happening?

(14) When are you so absorbed in what you are doing that you lose yourself in the moment?

(15) Are those moments consistent with how you live your life? What would you need to change in order to allow more of these moments?

(16) What do you that is truly unique, that you believe no one else can do?

(17) What is your greatest dream

Exercise #4: Declaring Your Strengths

Work on clarifying your messaging by seeking out opportunities to explain the work you do. A great exercise is to identify opportunities where you are challenged to summarize your work.

Part 1: Choose one of the following options.

- Present to a group of people about your work and/or passion. *(15-20 minutes)*.
- Write a short article about you as if it were a newspaper piece. *(3-4 paragraphs)*.
- Be interviewed by friend. Audio or video record the session. *(15-20 minutes)*.

Part 2: Write down your impressions about the above experiences and include feedback from those who participated. What did they have to say?

The wisdom of others

Exercise #5: The feedback loop

a) What do people seek out from you or say about you most frequently (*"positive" or "negative"*)?

b) Gaining Feedback from Others *(Ask three friends or family members to give feedback as to how they see you. Ask them these questions.)*

What do you think is my greatest strength?

How would you describe my personality?

What do you think I should let go of?

When do you feel I am at my best?

Identify three, “interesting”, “amusing”, “off-beat” or “quirky” things about me.

Setting Desires & Intentions

*Listen! I will be honest with you,
I do not offer the old smooth prizes, but offer
rough new prizes,
These are the days that must happen to you:
You shall not heap up what is call'd riches,
You shall scatter with lavish hand all that you
earn or achieve,
You but arrive at the city to which you were
destin'd, you hardly settle yourself to satisfaction
before you are call'd by an irresistible call to depart,
You shall be treated to the ironical smiles and
mockings of those who remain behind you,
What beckonings of love you receive you
Shall only answer with passionate kisses of parting,
You shall not allow the hold of those who
spread their reach'd hands toward you.*

- Walt Whitman

Exercise #6: Doing By “Not Doing”


Part of moving forward and identifying opportunity requires a willingness to discard old habits and activities that keep you stuck in similar places of possibility.

- Write down 10 things you are going to stop doing NOW! What are you willing to “scrap” that has not served you well?

Examples:

- *I will stop obsessing about the future.*
- *I will stop stop undercharging for my services.*
- *I will stop watching bad TV and instead, do something for myself (e.g., walk, read, write, play)*

Exercise #7: Setting Your Vision & Leaning Into Fate




NOTE: Focus on a process, not the outcome. Goals should help you be mindful of your future while staying focused on the present. We never know what will be the end result, all we can do is focus on the here and now to bring about the changes we seek. Free yourself from the burden of having to achieve a goal as it will blind you to present opportunity.

a) How would you live if you knew your true interests would support you?

b) Acknowledging Fears: Identify those circumstances that bring about the most fear for you.

c) Committing to the Journey by stating your intention publically.

Come to terms with what you are looking to accomplish and declare your intentions by writing down a high level goal/desire. *(ex. I will be running a full-time consulting practice focusing on innovative parenting research and education. My focus will be on workshops, retreats, and coaching specifically for parents.)*



NOTE: In order to turn your honest vision into reality you must understand that your success will require facing a certain amount of risk and anxiety. Many people, when faced with the unknown circumstances of their dreams and ideas will turn away from the anxiety that arises from the unknown. When these feelings arise you must find a way to honor these moments as places where the greatest opportunities arise. Don't trade your own creations for a feeling of safety and comfort!

The previous pages represent a small sample of the Creative Hive Workbook. I hope you found it intriguing and thought provoking. The exercises are very effective at helping you to creatively explore your professional goals and to begin to set up a foundation that you can put into action. The rest of the workbook focuses on implementing your ideas.

If you have questions or are interested in working through this process in detail please contact me at 843-696-0977 or david@davidpdiana.com.

David

