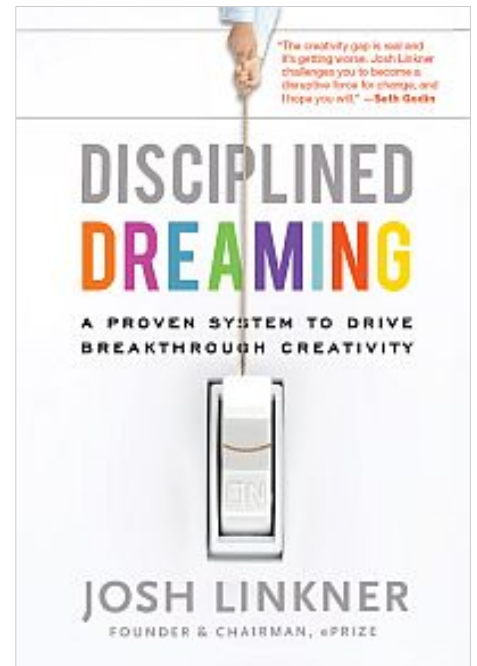


# THE ARTIST'S CREATIVITY BRIEF

Adapted from *Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity* by Josh Linkner



**I. Describe Your Desired Outcome** (in one sentence)

**II. Define Your Creativity Challenge**

- a. What is the problem you are solving?
- b. What is the need for change?
- c. What are your observations/assumptions about the about the challenge:

**III. Situation Analysis**

- a. Past: What has and hasn't worked previously and why?
- b. Present: What are you doing now?
- c. Future: What does the ideal solution look like for this challenge?

**IV. The Resistance**

- a. You: Are you holding on to any beliefs that might lead to failure?
- b. People: Who might hold you back?
- c. Obstacles: What roadblocks could get in your way?
- d. Costs: What are the financial considerations that could limit your creativity?

**V. Target Audience**

- a. Who is the idea/project for?
- b. Who do you need to convince?

**VI. Communication Strategy**

- a. As you're planning, whom do you need to communicate your ideas to? (These people are part of the desired outcome.)
- b. How will you communicate with people?

**VII. Competition**

- a. Who else is trying to solve the same challenge now?

**VIII. Project Plan**

- a. How will you know you're project is a success? (desired outcomes)
- b. What is your promotional strategy?
- c. What is your budget? (income and expenses breakdown)
- d. What is your timeline? Be sure to include key deadlines and milestones as well as your promotional strategy.