

C R E A T I V E L I V E



CREATIVELIVE FOR BUSINESS

Class Catalog

JULY 2018

www.creativelive.com/enterprise

INTRODUCTION

CORPORATE TRAINING VS. CREATIVE LEARNING

If you're a human, you're a creator. Creativity exists in all of us. It's what shapes our identities and brings us together. Creativity gives us hope—helps us innovate, imagine, and make the world around us more like the one we wish to see.

And yet, three out of four people feel they're not living up to their creative potential at work.* It's no surprise given the business world's unrelenting focus on technical skills. The most popular courses on the major learning platforms are dominated by creativity killing topics like big data, programming, project management, and Microsoft Excel.

There's something missing in corporate training programs, and forward-thinking leaders know it. They want content that helps build a community of innovators, doers and hustlers; content that makes their business—and the world—a more creative place. We call it creative learning.

It's time to treat creativity as an essential part of the professional skill set. It's time to commit to developing happy, well-rounded, successful people and leaders—at work yes, but also in life. And this is where it begins.

*State of Create Study: Global benchmark study on attitudes and beliefs about creativity at work, school and home. Adobe Systems. 2012

AT-A-GLANCE CATEGORIES + CLASSES

BUSINESS DEVELOPMENT

- How to Sell the Way Your Customer Buys
- Rethink What You Sell and Who You Serve
- The Lost Art of Closing
- The Power of Negotiation
- Win Clients with Binge-Worthy Proposals

CAREER DEVELOPMENT

- Become an Influencer at Work
- Build Your Network and a Dream Career
- Discover Your Superskills
- Don't Get Pushed Around: An Introverts Guide to Getting What You Need at Work
- Embrace the Ugly: How to Break Through What's Holding You Back in Business
- Master Your People Skills
- Show Up Like a Boss: 10 Days to Big Confidence
- The Art of Networking
- The Personal MBA: The Foundation of Effective Business
- Your Network is Your Net Worth

COMMUNICATION

- Become a Better Communicator
- Become Fluent in Any Language
- Becoming an Active Listener
- Build a Language Learning Foundation
- How to Give Impactful Feedback
- Improve Your Language Skills Fast
- Learn a Language
- Perfect Your Conversation Skills
- Powerful Communication Owns the Room
- Raise Bilingual Children
- The Art of Persuasion
- The Power of Body Language
- Writing Emotionally Engaging Emails

CREATING YOUR LIFE

- Design a Strengths-Focused Life
- Design the Life You Love
- Designing Your Life: How to Build a Well-Lived, Joyful Life
- Exponential Living
- How to Expand Time and Live a Full Life
- Life and Legacy: Creating Your Roadmap
- The Four-Hour Life
- The Science of Happiness: How to Live Your Best Life
- Six Months to Six Figures

CREATIVE INSPIRATION

- 28 Days to Make
- 30 Days of Genius
- Between the Lines: An Interview Series with Kelly Corrigan
- Rise and Grind
- Secrets from Silicon Valley
- Total Focus

CREATIVITY

- Become an Indispensable Creative Collaborator
- Get into Your Creative Flow
- How to Spark Creativity with Improv

CUSTOMER SUCCESS

- Create a Culture of Great Customer Service
- Design a Great Customer Experience
- Develop a Customer Service Mindset
- Managing the Customer Service Experience

DESIGN THINKING

- Become a Design Thinking Facilitator
- Design Thinking for Business Innovation
- Design Thinking for Strengths-Based Leadership

INNOVATION

- Future Casting for Product Innovation
- Innovation Antibodies – Victim vs. Creator
- Innovation Kryptonite – Knower vs. Learner
- Innovation Mindsets, Processes, Tools, and Culture
- Hooked: How to Build Habit-Forming Products
- How to Build and Market Products That Change People’s Lives
- Jumpstart Innovation with Adventurous Thinking
- Leading Innovation

LEADERSHIP

- Be a Resilient Leader
- Build and Manage a Remote Team
- Coach Your Team to Success
- Create a Culture of Excellence
- Creating and Leading Incredible Teams
- How to Hire, Train and Manage Rockstar Growth Teams for Your Business
- How to Realize Your Leadership Potential
- Leadership Skills for New Managers
- Lessons on Leadership
- Storytelling for Leaders: How to Inspire Your Teams
- The Power of Multi-Generational Teams
- The Resilient Innovation Leader

MARKETING

- Build a Customer Journey Map that Drives Engagement
- Building a Brand Book: When, Why, & How
- Building Your Audience with Live Video
- Double Your Followers with Creative Marketing
- File Formats Explained: Everything You Need to Know
- Rethink Your Content Marketing Strategy
- Write Copy that Compels and Sells

PERSONAL GROWTH

- A Brand Called You
- Building Your Brand
- Goal Setting for Your Best Year Yet
- How to be Bold, Resilient and Better Than Ever
- How to Break the Habit of Self-Doubt and Build Real Confidence
- Learn Anything: Hacking Your Education
- Overcome Fear to Get What You Want
- Stop Making Excuses
- The Happiness Equation
- The Power of Happiness
- Think Bigger, Make More
- Unfu*k YourSELF
- Unfu*k Your Relationships

PRESENTING

- Add Originality to Your Presentations
- Become a Better and Funnier Speaker
- Become an Engaging Presenter
- Become an Inclusion Presenter
- Build Narrative into Your Presentations
- Design Better Presentations
- Evernote® for PC
- Evernote® for Mac
- Heroic Public Speaking
- Impact Your Audience with Transformative Presentations
- Improve Your Presentations with Improv Thinking
- Presentations with Keynote
- Strengthen Your Stage Presence

PRODUCTIVITY

- 10 Days to a Virtual Assistant
- Automate and Outsource Your Work
- Get Started with Slack
- How Billionaires, Icons and World-Class Performers Master Productivity
- Lead and Attend Effective Meetings
- Organize Email and Increase Productivity
- Organize Your Paperwork
- The Art of Doing Less
- The Power of Habits
- The Productive Life
- Think and Work Strategically
- Time Management 101
- What the Most Successful People Do Before Breakfast
- Work Remotely: Thrive in a Job from Home

WELLNESS

- Achieve Ultimate Human Performance
- Create a Stress-Resistant Life
- Creativity, Spirituality and Making a Buck
- Designing a Healthy Lifestyle
- Easy Exercises to Improve Your Vision
- Eat More, Exercise Less and Lose Weight
- Healthy Pregnancy, Healthy Baby
- Lose Weight Without Dieting
- Maintain Your Body for Long Lasting Health and Mobility
- Manage Stress Through Mindfulness
- Meditation for Everyday Life
- Moving to Happiness
- Strength Training
- Stress is Optional
- The Bulletproof Life

ABOUT CREATIVELIVE FOR BUSINESS



Welcome to the global destination for creative learning.

With curated classes on creativity, innovation, emotional intelligence, design thinking, leadership, collaboration and wellness, we champion every creator's right to live their dreams in work and life.

WHAT WE DO REALLY WELL

CreativeLive For Business is creative education on demand. Our business catalog offers 150+ creative classes, all filmed in front of a live audience, hosted and produced in-house by expert content teams in our San Francisco and Seattle studios. Learn from acclaimed instructors who aren't just leaders in their field but are amazing teachers, too. You'll find classes taught by legendary entrepreneurs and investors, New York Times bestselling authors, Emmy/Grammy/Pulitzer Prize winners, design luminaries, and so many more.

WHAT WE BELIEVE

We believe that if your people aren't at their best personally, they won't be at their best professionally. We believe education opens doors, breaks down barriers, fosters growth and collaboration. We believe in helping people become more strategic, engaged, communicative and resilient in work and life. And we believe in going beyond simply training employees—we're committed to developing happy, well-rounded successful people and leaders.