

We start
from **WHY**

It
ST.

Communicating value

Open the Creating Out Loud “Communicating value” Discussion Guide

Business School
20 June 2022

 THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA
CREATE CHANGE

Creating Out Loud: Communicating value



Agenda

1. Being here
 - Acknowledging Country
 - Check-in
2. Individual reflection – Knowing your ‘why’
 - personal reflection
 - sharing reflection
3. Group discussion – Communicating value
4. What next?

Acknowledgement of **Country**

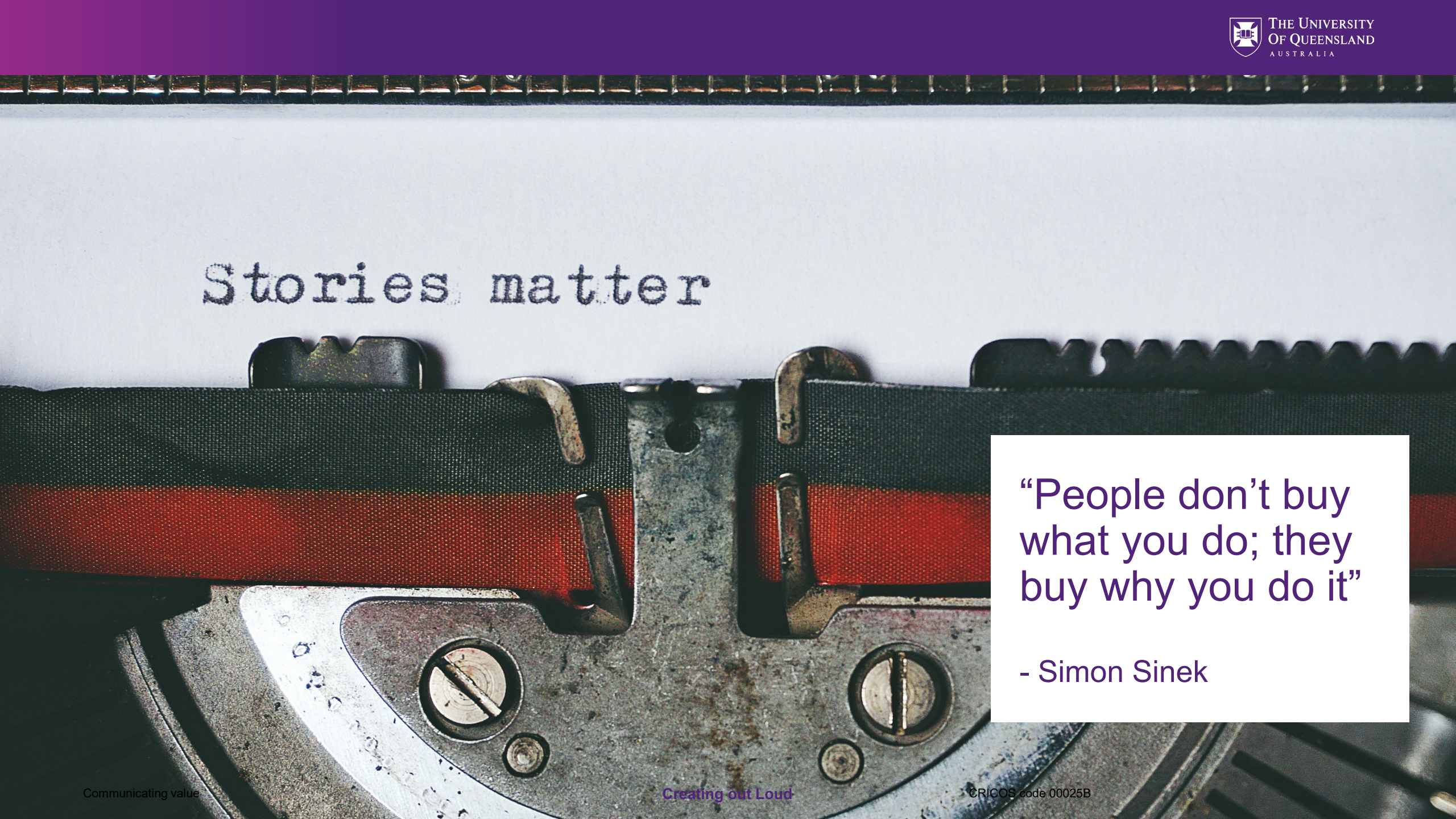
- The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.
- We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.
- We recognise their valuable contributions to Australian and global society.





Did you take your
planned step?

Did you learn or
enjoy something?



Stories matter

“People don’t buy
what you do; they
buy why you do it”

- Simon Sinek

Knowing what you do, how you do it – and why

- artwork
- products
- services

what



- skills - expertise
- systems - processes
- unique offering

how



- purpose - motivation
- values - priorities - commitments
- ambitions

why




Individual reflection

Knowing your “why”

1. What motivates your work / creative practice?
 - What purpose / ambitions do you have for it?
 - What values / priorities / commitments do you bring to it?
 - What threatens / supports your “why”?
2. How central is knowing your “why” to how you communicate about your work?





Share your
reflections
with the circle.

Group discussion

1. Why do artists need to communicate value?
2. What types of benefit / value most need to be communicated?
3. What are you communicating the benefit / value of?
4. Who do you need to communicate with?
5. How can different communication channels help?





What one step will
you take before the
next meeting?



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Thank you

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