We start from WHY
Communicating value

Open the Creating Out Loud “Communicating value” Discussion Guide
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

**what**
- artwork
- products
- services

**how**
- skills - expertise
- systems - processes
- unique offering

**why**
- purpose - motivation
- values - priorities - commitments
- ambitions
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?
Thank you

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