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Define your Why

CREATIVE TIPS – WORKSHEET #1

"We create,
because our ideas
can no longer live
inside of our
heads."
– The Happy Kind

CONTENTS

END NOTES

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Before diving into the details of your project, it's important to get clear on why you want to create it. Understanding your motivation helps provide direction and keeps you inspired throughout the process.

1. <u>Why Does This Project Matter to You</u>?

Take a moment to reflect on why this project is important to you.

- **What personal connection do I have to this project?**
  - *I am passionate about this project because...*

- **What personal experiences, struggles, or beliefs am I bringing into this work?**
  - *This project is meaningful to me because...*

- **How will this project help me grow or evolve as a creative person?**
  - *I believe this project will help me grow because...*

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2. <u>What Problem Does This Project Solve, or What Feeling Does It Evoke?</u>

Identify what specific problem your project addresses or what emotion you want to provoke in others.

- **What problem or challenge am I solving with this project?**
  - *I am solving [this problem] because...*

- **What emotion or feeling do I want my audience to experience after engaging with my project?**
  - *I want my audience to feel...*

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3. <u>What is the Core Message or Theme of Your Project?</u>

Think about the central theme or message that ties everything together.

- **What is the central message or theme of my project?**
  - *The core message of my project is...*

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- **How do I want people to think or act after experiencing my work?**
  - *I want people to think/feel/act [in this way] after engaging with my project...*

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4. <u>Visualize the Ideal Outcome of Your Project</u>

Take a moment to imagine that your project is completed. What does success look like to you?

- **How will I feel when this project is finished?**
  - *I will feel...*

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5. <u>Write Your Mission Statement</u>

Now that you've reflected on all of these key questions, it's time to create a Mission Statement for your project. This will serve as the foundation for your work moving forward.

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Mission Statement Template:

- I am creating this [type of project] because [why this matters to you]. I want to [solve this problem or evoke this feeling]. The core message of my project is [core message/theme], and I envision [ideal outcome]. Ultimately, I want to be remembered for [legacy].

- **Example:**
  - "I am creating this film, because I want to explore how technology is shaping human relationships. I want to provoke reflection about how we connect in an increasingly digital world. The core message of my film is that true connection requires vulnerability and engagement, and I envision viewers feeling inspired to foster real-world connections. Ultimately, I want to be remembered for creating stories that encourage deeper human connection."

Reflection

Take a moment to imagine that your project is completed. What does success look like to you?

- **How can I reconnect with my "why" during moments of doubt or frustration?**
  - *I will remind myself of my "why" by...*

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END NOTES

This worksheet is designed to help you go deeper into understanding your motivations and to clearly articulate your project's purpose in a way that will guide your creative decisions.

We'll expand on a few more tips throughout this series and dive even deeper in the:

- CREATIVE TOOLKIT mini lab!

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