Kreatywni online

02 | PURPOSE AND VALUES

Connect your creative work with what matters



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PURPOSE AND VALUES



Suggested time: 45—60 minutes

Purpose
To connect creative work with a clear purpose and observable values.

Learning outcome
The participant writes a purpose statement, selects three evidence-based values and prepares a 30-second introduction.

Learning content
Purpose explains why the work matters to the creator and why they choose to pursue it now. It can come from curiosity, a need to express an experience, a desire to solve a problem, or a wish to contribute to a community. A useful purpose statement guides decisions. It does not need to sound grand.

Values become credible when they can be seen in decisions. Precision may appear in the time spent refining details. Social sensitivity may influence the subjects a creator chooses. Experimentation may be visible in materials or working methods. A declared value without an example is still an intention.

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TOOL 2
PURPOSE STATEMENT

I create because...

_____

_____

_____

This matters now because...

_____

_____

_____

Through my work, I want people to experience,
understand or change...

_____

_____

_____

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TOOL 3
VALUES TRANSLATED INTO DECISIONS

Value	A decision that shows this value	How it could guide future work
1.		
2.		
3.		

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TOOL 4
THIRTY-SECOND INTRODUCTION

Use the structure below as support. Keep only the parts that sound natural in your voice.

Who I am and what I create
Who benefits from my work or what context I work in
What matters in my approach
What I am currently looking for or offering

DRAFT

_____

_____

_____

_____

_____

Test: read the introduction aloud. Remove specialist language that your intended listener may not understand. Check whether someone could ask a useful follow-up question after hearing it.

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