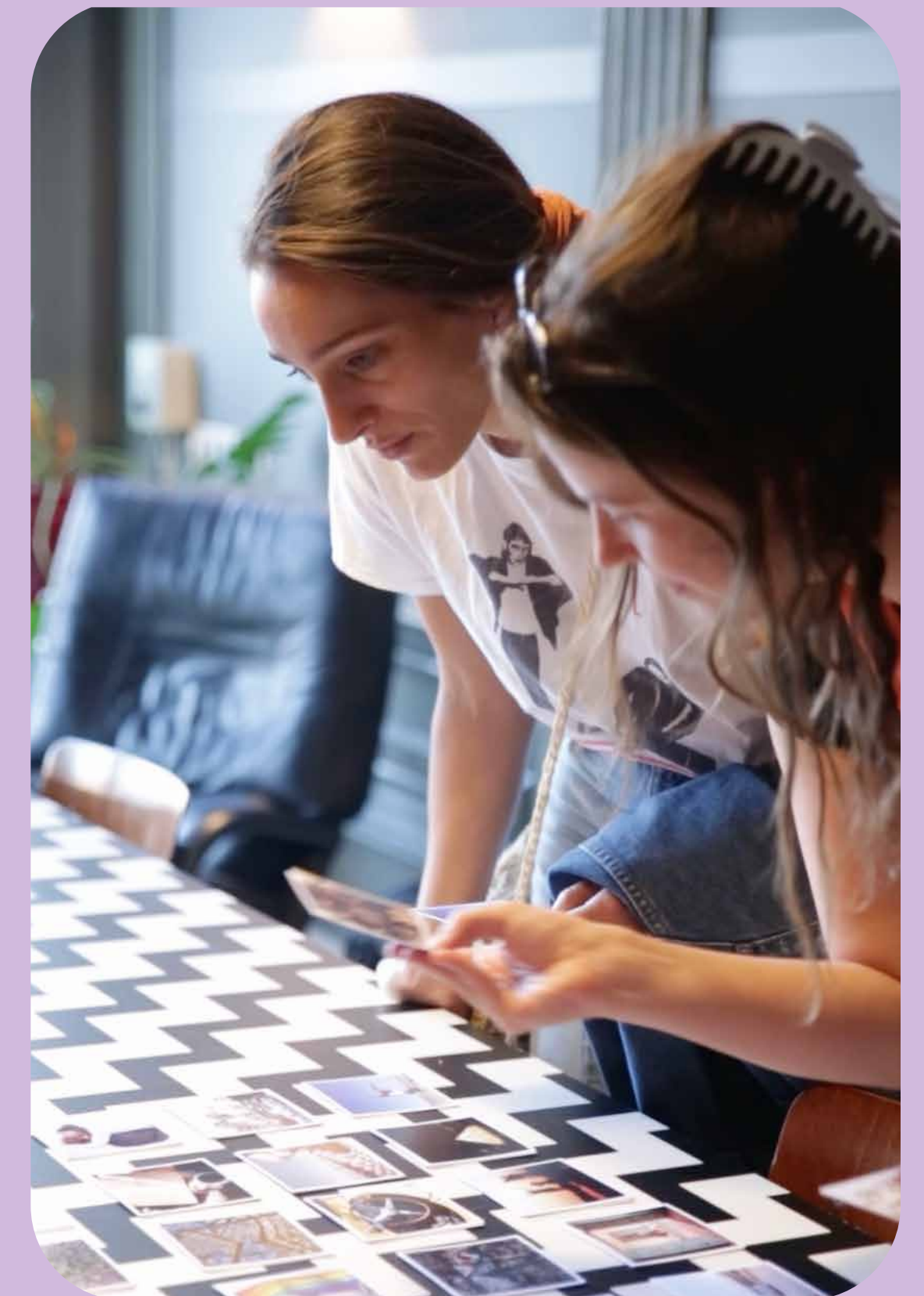


CREATING A SHIFT

Sessions in
Amsterdam
or online

7-week individual program
for creatives that combines
Coaching and Creative
Consultancy



The impact of mentorship

We as creatives don't have a problem coming up with ideas, right?

But constantly doubting about the best approach for your creative career can be paralyzing.

Well, you are not alone.

That's why it's helpful to have a clear creative strategy that is based on your personal situation.

So you can feel a deep trust that you can reach your goals. It will give you the clear mind and headspace to start creating and taking action.

It will be the start of your shift.

The mentorship program Creating a Shift

In 7 Fridays you will receive the professional and personal guidance to start working from your full creative potential. You will:



Create a clear
strategy, personal
brand and roadmap.

Expand your
confidence and
receive personal
tools to deal with
your fears.

Feel supported by
fellow creatives.

Have created
connections
with your tribe.

What makes Creating a Shift different from regular career coaching programs?



Our mentorship program is special, because we offer a mix of creative strategy sessions (setting goals, roadmap, creative branding) with coaching (decision making, personal tools).

We inspire, guide and support you in one-on-one sessions.

Additionally we offer you accountability calls in between so you have the opportunity to share your process and ask questions that popped up.



“The program helped
me to find confidence.
It showed me steps,
structure and above
all energy and fun
toward my goals.”

Fleur, curator / teacher



Specially designed for creatives

We as creatives share common dreams and struggles.

Do you recognise the dream of bringing your ideas and dreams to life and feel autonomous and free?

And you might be familiar with struggles like a lack of trust if you have what it takes, perfectionism, worries about finances and procrastination.

In the program we focus on the topics that are valuable to the creative community.

We focus on you

We tailor the contents of the program to your needs, because everyone is different. So your creative strategy will be based on your personal situation, your talents, your network.

Who is it for?

The Creating a Shift community is a group of creative entrepreneurs.

We are creative thinkers and makers like artists, performers, designers, writers, curators, film directors and philosophers.

This program is for you if you want to:

- Fully use your creative talents
- Offer new creative services and find the right clients
- Grow your brand and/or professionalize your creative business
- Change from a job to a freelance career
- Take your dream seriously and want to give it a chance to explore
- Create a career that suits you after a burn-out

Great qualities to bring:

- Enthusiasm to explore new ways
- A willingness to look at yourself
- Ready to invest time and energy in your shift

Examples of creative shifts

You work
as a freelance
producer



But you have this
great idea for a
festival and want
to give it a
serious chance of
it becoming real

You work
as a graphic
designer



But want to shift
to a more strategic
role and sell
yourself in this
new position

You work
as an art teacher



But would love
to spend more
time on your
own practice

You work
as an artist



And you really want
to approach your
entrepreneurship in
a different way

Still not sure if it's for you?
Plan a call and we'll find out together.

“It felt really good to share
these experiences with
likeminded people who
experience the same
'struggles', kind of.”

Claire, filmmaker

About us

The program was designed by the tall and blond Kickan and the dark-haired, not so tall Daniela (although she keeps saying she is quite tall for a Portuguese). We are friends. And we work really well together.

Daniela will bring her analytic mind and sharp eye, as well as her experiences as a fashion designer and strategist at international fashion companies.



Kickan will bring her humour and to-the-point attitude as well as her experiences as a coach for creatives and branding expert in the cultural field.

We both share the sensitivity to see the real you quickly. To understand your artistic vision, see the red thread in your work, see your talents and strengths and point them clearly out to you. But also to support you in your struggles.

**“The way Kickan and
Daniela were able to
structure my thoughts and
help me to create overview
was exactly what I needed.”**

Geertje,
Theatre designer &
Teacher in fine art
and design

What results can you expect by joining us?

Creative strategy

You will have a clear focus and know how to approach your shift.

“It made the pieces of the puzzle fall in place”

- Dieuwertje, Strategic design partner

Personal branding

You will feel confident to position yourself professionally in an authentic way. At the end of the program you will create a presentation so you know exactly what to tell and show your tribe.

“The techniques of the program helped me to put my dream into words.”

- R, Art director & Creative entrepreneur

Personal tools

The program gives you the confidence to just start.

“It has been a great way to know (and trust!) my own path and it helped me to take the first steps in the right direction.”

- Claire, filmmaker

Network

You will have your tribe and target audience clear and dare to approach the right people in your network.

Program

Intake

Focus

Week 1

Dreams
Goals
Why

Week 2

Creative strategy:
Exploring different
paths
Your tribe

Week 3

Personal coaching

Week 4

Personal branding:
visual

Week 5

Personal branding:
in words

Week 6

Creative strategy:
designing your roadmap

Week 7

Networking
Presentation
Wrap-up

“I now see that there is a connection
in everything that I do—I did not
realize that before—and it really
helps in talking to others
about my work.

I also ask for help a lot more now.
I am overall super excited to start
building, connecting with people
and see where it will take me.

But I now know my creative path
has a strong fundament.”

Geertje,
Theatre designer & Teacher in fine art and design

Financial investment

Participants with a creative career receive 33% to 66% through Werktuig PPO. We can't give any guarantees, but be sure to check it out.

[Click here for more information!](#)



Location

Amsterdam city centre (you will receive the exact location once you sign up). If you prefer, we could do some of the sessions online.

Time investment

We can start a new individual program within 2 weeks. We meet each other on Fridays once every two weeks, or every week if you want to speed up your shift.

In between the sessions we'll do an online check-in to give you accountability and answer your questions. You are not alone!

We recommend that you dedicate 4-8 hours a week to your shift / project. This will give you enough time for the sessions and also for homework. The results of the program will depend on how much effort you will put in it.

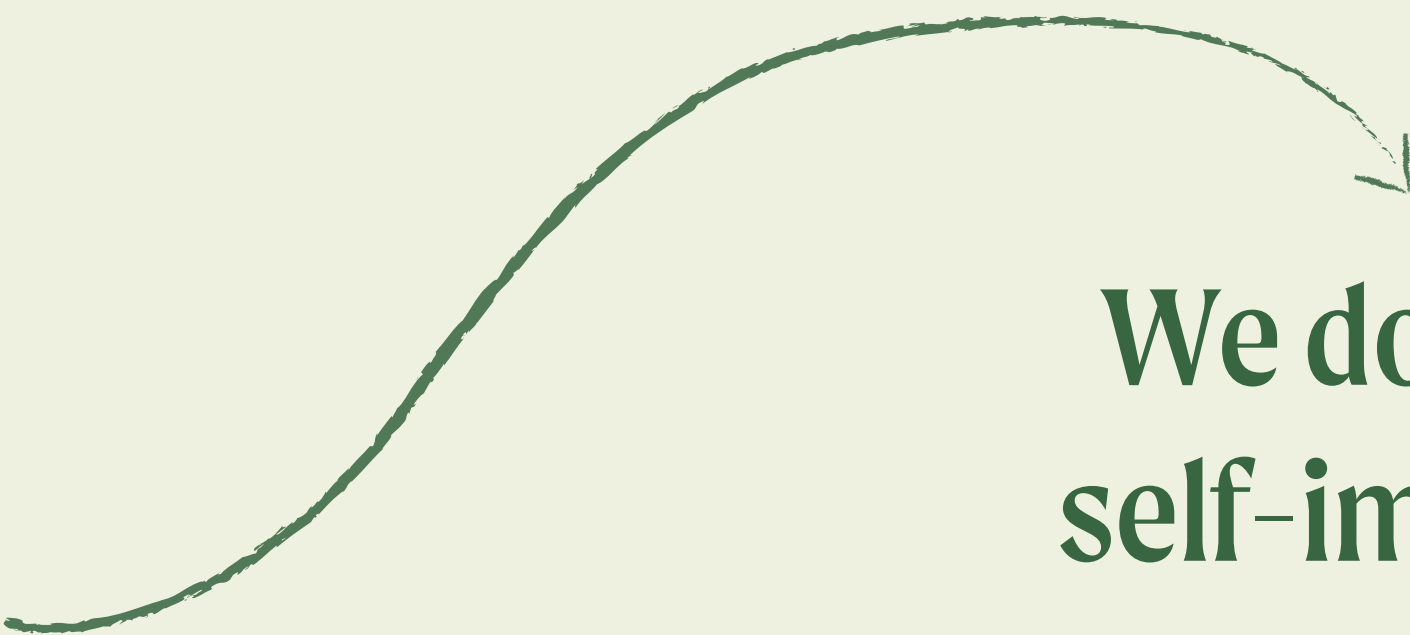
Let's meet-up!

If you feel this program resonates with you, book a free call. So you can meet us, ask your questions, and we'll explore if there's a match.

We'd love to hear about your dreams and plans. Send us an e-mail to plan a call.

[Click here to
contact us!](#)

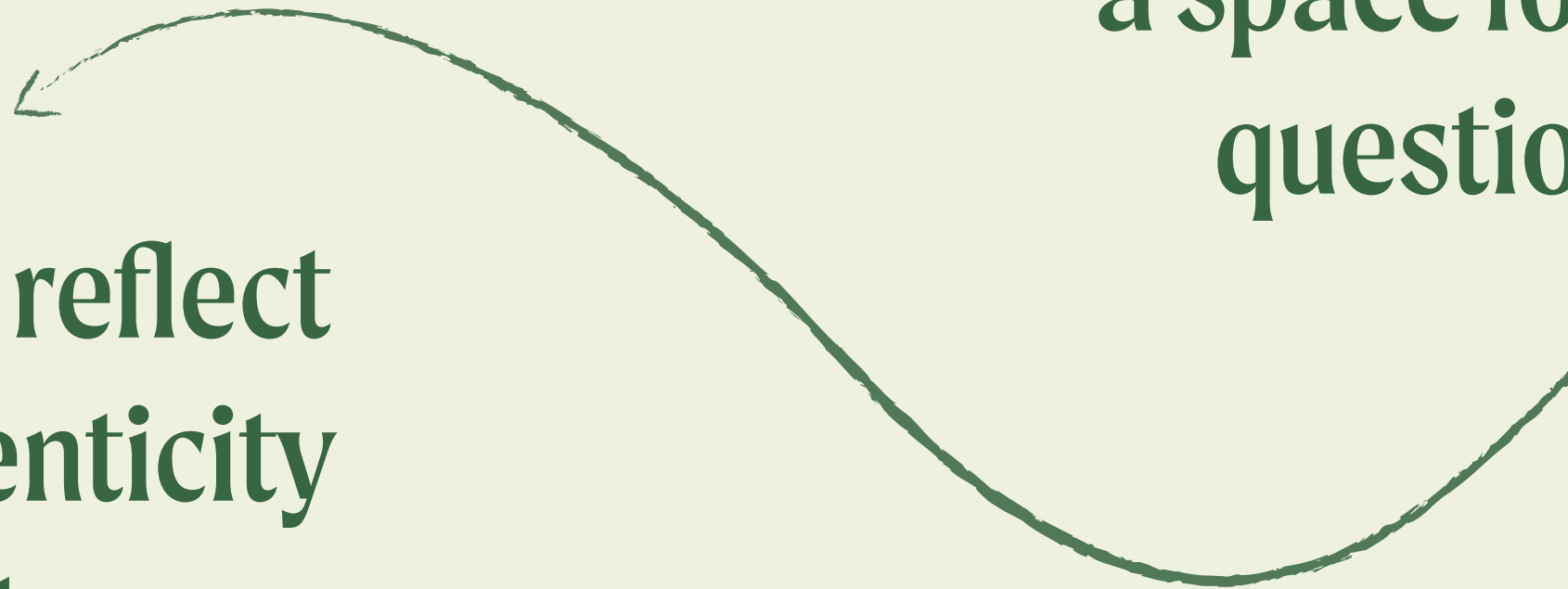
Coaching is a space, Not a fix



We don't believe in the
self-improvement hype.
No need for 100%



Our coaching is
a space for you to breathe,
question and express



We're here to listen and reflect
what's inside you. Authenticity
over improvement.

CREATING A SHIFT

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