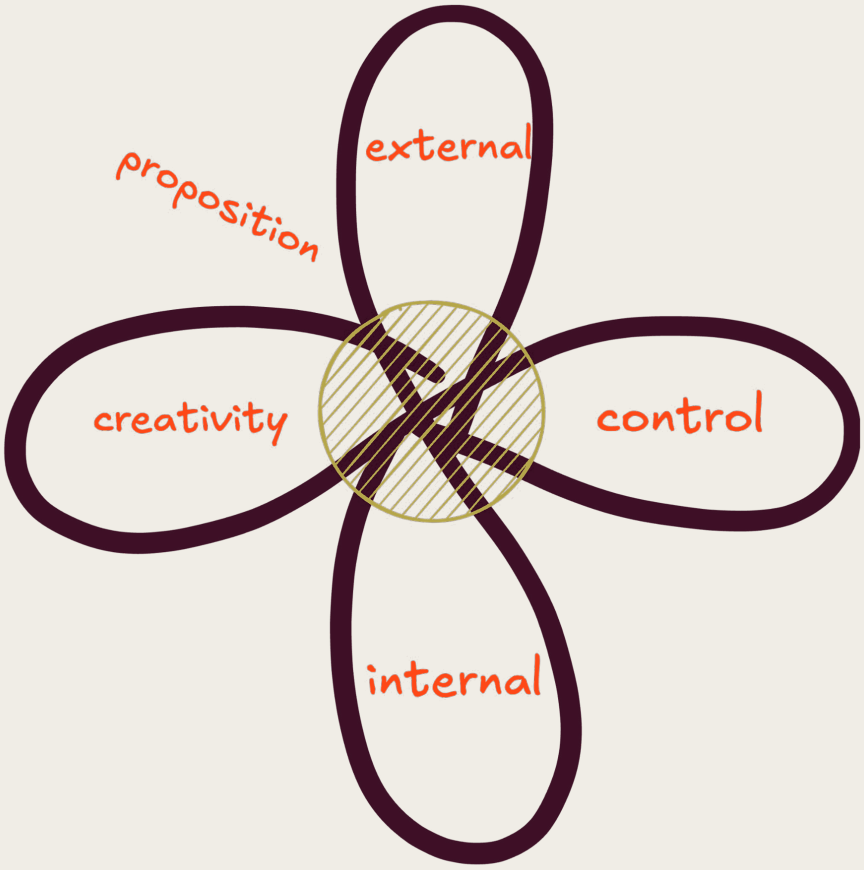
FRAMEWORK

Creative Clarity Model
see where it chafes

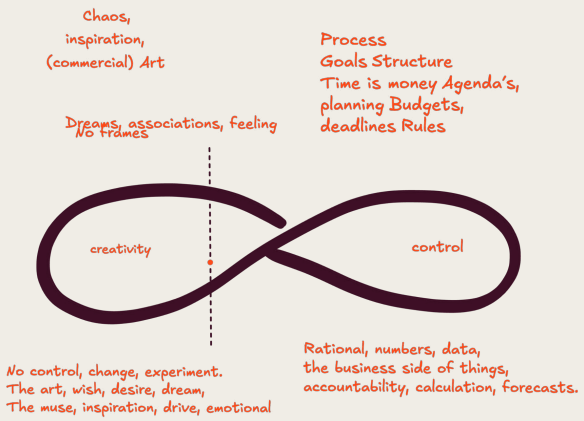
The **Creative Clarity Model** shows where your energy flows, where it gets stuck, and where your opportunities lie. Two lemniscates, energy in constant motion. The question is always: where are you now, and where do you want to be?



Proposition
what you have to offer

The centre of the model. Everything you do, sell and communicate comes from here. The stronger and clearer your proposition, the more freely energy moves through both lemniscates.

Creative Clarity Model · © Wolff Productions BV



THE FIRST LEMNISCATE

Creativity

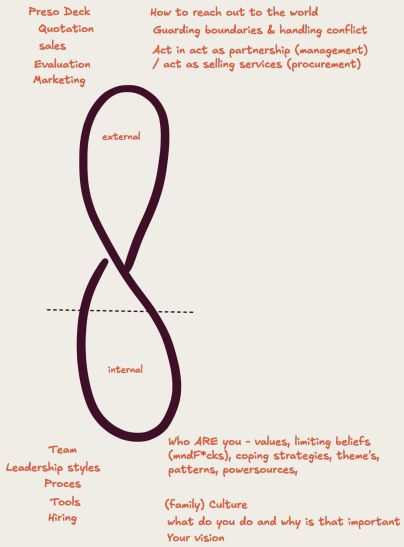
Beyond control. Change, experiment, research, the art. The wish, the desire, the muse, the dream.

Chaos · Inspiration · Dreams · Feeling · Drive · Stoked · No frames

Control

Reality, the numbers, the business side of things. Time is money. Agendas and planning, budgets and deadlines, rules.

Process · Goals · Structure · Planning · Budgets · Data



THE SECOND LEMNISCATE

External

How do you relate to the outside world? Reaching out, guarding boundaries, handling conflict. How you sell yourself: as a partner or as a supplier.

Pitch · Quotation · Sales · Marketing · Boundaries · Partnership

Internal

Who are you? Your values, limiting beliefs, coping strategies. What you do, why it matters, and your vision.

Team · Leadership · Values · Beliefs · Vision · Culture

How to use this model

When things are healthy, energy flows on its own, between creativity and control, between internal and external. But sometimes the movement stops. Something chafes.

Together we look at where the energy is stuck, and why. From there we work through what holds you back, one thing at a time. That frees up space, and a new perspective comes into view.

The model works just as well for you as an individual as it does for your team or organisation.

> **What holds you back is often where your greatest opportunity lies.**

Want to take this further?

Book a free 30-minute introductory call via andwolff.nl, or email martijn@andwolff.nl.

Creative Clarity Model · © Wolff Productions BV · **and wolff**