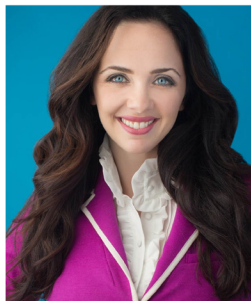
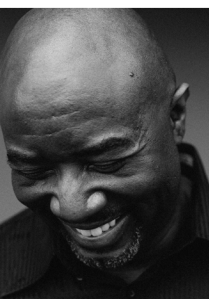


# CREATIVELIVE FOR BUSINESS

Empower your team with the world's best online learning in innovation, creative skills and personal development.

CLASS CATALOG



# CREATIVELIVE FOR BUSINESS

Teams armed with design thinking and creative skills are unstoppable engines for growth, spotting new opportunities earlier and bringing them to market faster. And innovation is fundamentally a social process, requiring frictionless collaboration, emotional intelligence and a bold willingness to take calculated risks.

That's why we created the world's best online learning catalog on innovation, creative skills and personal development—foundational skills for teams that define the future.

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# Creativity & Innovation

Discover new ways to tackle mission-critical challenges and unlock opportunities through design thinking, ideation and branding.

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- Design Lecture Series: Paula Scher  
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STEVEN HELLER

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ERICA GAMET
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KHARA PLICANIC
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CHRIS ORWIG
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RIKK CURRENCE
- Superior Drummer Master Class  
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NICK TRIKAKIS
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AMY SCHMITTAUER

# Creativity & Innovation

## WRITING, PUBLISHING, & PODCASTING

- Essential Storytelling Techniques with Producers from 'Snap Judgment'  
ANNA SUSSMAN, JULIA DEWITT
- Apple® iBooks® Author Bootcamp  
ERICA GAMET
- Between the Lines: An Interview Series with Kelly Corrigan  
KELLY CORRIGAN, CHIP KIDD, MAYIM BIALIK, CELESTE NG, JOHN HODGMAN, JOHN GRISHAM, JANE GREEN, MARIE LU, IMBOLO MBUE, ALAN ALDA, GRETCHEN RUBIN, NATHAN ENGLANDER, RJ PALACIO, MARY POPE OSBORNE, MARGARET ATWOOD, DELIA EPHRON, NICOLA YOON
- Effective E-mail and Newsletter Marketing  
JEFF GOINS
- How to Write a Blog Post That Drives Traffic  
DARREN MURPH
- How to Write and Publish an eBook  
TARA GENTILE
- Launch a Successful Podcast  
KRIS GILBERTSON
- Master Apple® iBooks® Author Version 2  
ERICA GAMET
- Podcasting 101  
JOHN LEE DUMAS
- Power Your Podcast with Storytelling  
ALEX BLUMBERG
- Sell Your First 1000 Books  
TIM GRAHL
- Start Your Profitable Podcast & Build a Brand  
LEWIS HOWES
- Starving to Successful: How to Become a Full-Time Writer  
JEFF GOINS
- Storytelling: Using Story to Influence and Connect  
STEFAN MUMAW
- Telling Your Truth Through Writing - A Conversation  
AYELET WALDMAN
- Write a Story  
JOSHUA MOHR

# Business & Workplace Skills

Hone your business skills to increase your value as a team member and advance your career. Get the nuts and bolts of putting ideas into action presented in a fresh, new way.

## CHANNELS, TOPICS & FEATURED CLASSES

### COMMUNICATIONS

- Become a Better and Funnier Speaker  
DAVID NIHILL
- Become an Engaging Presenter  
ANDREW WHELAN
- Design Better Presentations  
LARA MCCORMICK
- Heroic Public Speaking  
MICHAEL PORT, AMY PORT
- Presentations with Keynote®  
ERICA GAMET

### LEADERSHIP AND MANAGEMENT

- A Brand Called You  
DEBBIE MILLMAN
- Creating an Effective Developer Interview Process  
GAYLE LAAKMANN MCDOWELL
- Building Your Authority Platform  
BEATE CHELETTE
- Lessons on Leadership  
PETER VOOGD
- Master Your People Skills  
VANESSA VAN EDWARDS
- Six Months to Six Figures  
PETER VOOGD
- Think Bigger, Make More  
JASON W WOMACK
- Your Network Is Your Net Worth  
PORTER GALE

# Business & Workplace Skills

## MARKETING & BUSINESS DEVELOPMENT

- How to Write and Publish an eBook  
TARA GENTILE
- Instagram® Marketing for Small Businesses  
SUE B. ZIMMERMAN
- Launch a Successful Crowdfunding Campaign  
CHRISTOPHER HAWKER
- Make Your Website Work For You  
DEVIN DUNCAN
- Manage Your Money for Maximum Profit  
MIKE MICHALOWICZ
- Master Video Marketing for Your Business  
LOU BORTONE
- No-Nonsense Publicity  
ANDREEA AYERS
- Powerful Business Planning  
BARBARA FINDLAY SCHENCK
- Protect and Profit From Your Intellectual Property  
RACHEL RODGERS
- Run a Better, Faster, Leaner Business  
JOHN J MURPHY
- Sell More With Instagram®  
SUE B. ZIMMERMAN
- Simple PR for Creatives  
BRIGITTE LYONS
- Simple PR: Pitch Your Product  
BRIGITTE LYONS
- Simple PR: Pitch Yourself  
BRIGITTE LYONS
- Smart PR for Artists & Entrepreneurs  
RYAN HOLIDAY
- Social Media and Web Graphics Made Easy  
ERICA GAMET
- Start a Profitable Online Business  
LEWIS HOWES, JAMES WEDMORE, DEREK HALPERN
- Stress-Free Selling  
JOHN JANTSCH
- Turn Customers Into Fans in the First 100 Days  
JOEY COLEMAN
- Vlog Like a Boss  
AMY SCHMITTAUER
- YouTube® Marketing  
JAMES WEDMORE
- Book Yourself Solid & Get More Clients  
MICHAEL PORT
- Branding Strategies to Grow Your Business  
JASMINE STAR
- Building a Brand Book: When, Why, & How  
JOSH SILVERMAN
- Building Your Audience with Live Video  
CASEY ZEMAN
- Building Your Brand  
PORTER GALE
- Create Your Ultimate Business Plan  
CAROLINA ROGOLL
- Double Your Followers with Creative Marketing  
APRIL BOWLES-OLIN
- Driving Traffic to Your Online Business  
NEIL PATEL
- Duct Tape Marketing  
JOHN JANTSCH
- Effective E-mail and Newsletter Marketing  
JEFF GOINS
- Fund Your Business for Growth  
SUSAN SCHRETER

# Business & Workplace Skills

## MARKETING & BUSINESS DEVELOPMENT

- **Get Social: Connecting Your Business Channels**  
SUE B. ZIMMERMAN
- **How to Advertise on Pinterest®: Social Media Training**  
PINTEREST
- **How to Build a Memorable Brand**  
CAROLINA ROGOLL
- **How to Use Live Online Broadcasts**  
JOEL COMM
- **How to Use Snapchat**  
JOEL COMM
- **How to Write a Blog Post That Drives Traffic**  
DARREN MURPH

## TOOLS & TECHNOLOGY

- **Apple® iWork® on the Go**  
KEVIN ALLGAIER
- **Evernote® for Mac**  
NATASHA VOROMPIOVA
- **Evernote® for PC**  
NATASHA VOROMPIOVA
- **File Formats Explained: Everything You Need to Know**  
JASON HOPPE
- **Intro to Apple® iWork® - Pages®**  
KEVIN ALLGAIER
- **Intro to Apple® iWork® - Keynote®**  
KEVIN ALLGAIER
- **Intro to Apple® iWork® - Numbers®**  
KEVIN ALLGAIER
- **Microsoft® Excel® for Your Business**  
DAVID CASUTO
- **Microsoft® Office® for Mac for Creative Professionals**  
ALICIA KATZ POLLOCK
- **Organize E-mail and Increase Productivity**  
BETH PENN
- **Presentations with Keynote®**  
ERICA GAMET

# Personal Development

When we're at our best personally, we're at our best professionally. These courses in emotional intelligence, productivity and communication help you become the best person you can be, so you can succeed in every aspect of your life.

## CHANNELS, TOPICS & FEATURED CLASSES

### PEOPLE SKILLS

- Master Your People Skills  
VANESSA VAN EDWARDS
- Perfect Your Conversation Skills  
PATRICK KING
- Powerful Communication Owns the Room  
BILL HOOGTERP
- The Art of Networking  
JORDAN HARBINGER, JOHNNY DZUBAK, AJ HARBINGER
- The Power of Body Language  
VANESSA VAN EDWARDS

### INSPIRATION

- 30 Days of Genius  
CHASE JARVIS
- Between the Lines: An Interview Series with Kelly Corrigan  
KELLY CORRIGAN, CHIP KIDD, MAYIM BIALIK, CELESTE NG, JOHN HODGMAN, JOHN GRISHAM, JANE GREEN, MARIE LU, IMBOLO MBUE, ALAN ALDA, GRETCHEN RUBIN, NATHAN ENGLANDER, RJ PALACIO, MARY POPE OSBORNE, MARGARET ATWOOD, DELIA EPHRON, NICOLA YOON

# Personal Development

## PRODUCTIVITY

- Get Into Your Creative Flow  
STEVEN KOTLER
- How Billionaires, Icons, and World-Class Performers Master Productivity  
TIM FERRISS
- Organize E-mail and Increase Productivity  
BETH PENN
- Organize Your Paperwork  
BETH PENN
- The Art of Less Doing  
ARI MEISEL
- Time Management 101  
MIKE VARDY
- What the Most Successful People Do Before Breakfast  
LAURA VANDERKAM

## LANGUAGE

- Become Fluent in Any Language  
GABRIEL WYNER
- Build a Language Learning Foundation  
MATTHEW YOULDEN
- Improve Your Language Skills Fast  
MATTHEW YOULDEN
- Learn a Language  
MATTHEW YOULDEN
- Raise Bilingual Children  
MATTHEW YOULDEN



# Personal Development

## SELF-IMPROVEMENT

- A Brand Called You  
DEBBIE MILLMAN
- Design the Life You Love  
AYSE BIRSEL
- Goal-Setting for Your Best Year Yet®  
DORY WILLER
- How to Break the Habit of Self-Doubt  
and Build Real Confidence  
MEL ROBBINS
- How to Make Money  
RAMIT SETHI
- Learn Anything: Hacking Your Education  
DALE J. STEPHENS
- Make More Money and Discover Your  
Worth  
SUE BRYCE, TIFFANY ANGELES
- Overcome Fear to Get What You Want  
NOAH KAGAN
- Start Late, Finish Rich  
DAVID BACH
- The Happiness Equation  
NEIL PASRICHA

# Health & Wellness

You can't succeed at work if you're tired, stressed or unhealthy. That's why our courses address the whole individual—mind and body.

## CHANNELS, TOPICS & FEATURED CLASSES

### MINDFULNESS

- Creativity, Spirituality, & Making a Buck  
DAVID NICHTERN
- Manage Stress Through Mindfulness  
RICH FERNANDEZ, PH.D.
- Meditation for Everyday Life  
DAVID NICHTERN
- Moving to Happiness  
PETRA KOLBER
- The Happiness Equation  
NEIL PASRICHA
- The Power of Happiness  
VANESSA VAN EDWARDS
- The Science of Happiness: How to Live Your Best Life  
LAURA DELIZONNA

### HEALTHY HABITS

- Designing a Healthy Lifestyle  
PARNEET PAL
- Stress is Optional  
CYNTHIA ACKRILL
- The 4-Hour Life  
TIM FERRISS
- The Art of Less Doing  
ARI MEISEL
- The Power of Habits  
ART MARKMAN
- What the Most Successful People Do Before Breakfast  
LAURA VANDERKAM
- Work Remotely: Thrive in a Job From Home  
DARREN MURPH

# Health & Wellness

## FITNESS & NUTRITION

- Achieve Ultimate Human Performance  
BEN GREENFIELD
- Easy Exercises to Improve Your Vision  
ERIC COBB
- Eat More, Exercise Less & Lose Weight  
JONATHAN BAILOR
- Healthy Pregnancy, Healthy Baby  
JILL MILLER
- Lose Weight Without Dieting  
DARYA ROSE
- Maintain Your Body for Long Lasting Health & Mobility  
KELLY STARRETT, JILL MILLER
- Session: Physical Fitness for Creatives  
KELLY STARRETT
- Strength Training  
DIANE FU
- Life & Legacy: Creating Your Roadmap  
CHANEL REYNOLDS
- The Bulletproof Life  
DAVE ASPREY