



Creative Leadership Mastermind

A round table of creative
business leaders.

Steven Morris
MatterConsulting

“If you perceive the universe as being a universe of abundance, then it will be. If you think of the universe as one of scarcity, then it will be...I always thought that there was enough of everything to go around — that there are enough ideas in the universe and enough nourishment.”

— Milton Glaser

“Leadership is the art of giving people a platform for spreading ideas that work.”

— Seth Godin

Creative Leadership Mastermind

Running a business is not easy. It demands a multitude of skills to be mastered and applied in all of our business endeavors. Creative business leadership is particularly challenging as it asks more of the business leader than typical business owner. Many creative industry business leaders are driven to increase both their business awareness, knowledge and skills, while infusing their creative and personal drivers into their work.

As a leader in the creative industry for nearly three decades, I not only know the unique needs of the creative business leader, I am one. I have led and been involved in more than 20 mastermind groups and “tribes” over the past 25 years. And, I’m honored to serve the smart, talent and vital people in our industry.

The Creative Leadership Mastermind is a group of driven and like-minded creative leaders in the design, marketing, web, video and brand industry who work in concert with one another to grow, evolve and improve their business and leadership. Mastermind groups are capped at 15 leaders to ensure that we have both enough variety of business leaders within groups, but not so big as to distract the group from making measurable traction in their business trajectory.

This mastermind is specially designed for leaders in the creative industry who are looking to evolve or elevate your business practices. By saying “yes” to this mastermind you are committing to an investment in your business and in you personally. This mastermind is a self-gift that affords you a ritualized practice of working on your business, not just in it.

What are the benefits?

Joining a mastermind group with like-minded leaders allows you and your co-leaders to learn from one another and the group leader to maximize the growth potential of your work, leadership and business.

There’s no limit to the topics, issues and opportunities we can discuss and cover. Possible mastermind topics include:

- Scaling your business and growing your leadership
- Positioning and/or brand; identifying or honing your expertise
- Identifying thought leadership opportunities; marketing your business
- Client negotiation, contracts, and systems
- Growing your skillset or client list
- Increasing your leadership skills and creating a unique culture
- Amplifying your personal and professional artistry
- Personal and/or leadership growth
- Identifying and attracting your ideal clients
- Elevating your sales; Increasing your fees
- Infusing more wholeheartedness in your work
- Expanding your services (1:1 or Advisory Services only)
- Operational systems and processes (1:1 or Advisory Services only)
- Financial assessment and benchmarking (1:1 or Advisory Services only)
- Productizing your services (1:1 or Advisory Services only)

*“Craft is what we are expected to know;
art is the unexpected use of our craft.”*

— Ed Catmull, Pixar, Creativity Inc

7 reasons this mastermind might be right for you:

- 1. You'll be part of an exclusive creative leader community.** Joining a mastermind typically involves you being invited by the members or going through an application process. The other members need you just as much as you need them, so quality of experience and knowledge is crucial to all involved.
- 2. Advice and guidance.** It's lonely at the top. And running a small business in the creative industry is challenging. Once you are involved in a mastermind, that feeling of “being alone” while running your business is gone. The group leader and other members of the group turn into business advisors of sorts and vice versa.
- 3. Collaboration rocks!** You may find someone in the group that is a perfect fit to work on a project with you. Or, you may be the perfect person to help another member as well. The group works together collaboratively, to achieve more together.
- 4. Extend your network.** Joining a mastermind expands your network exponentially and rapidly. If you are in business, you know how important your network is. By joining a mastermind, you instantly add to your network and typically gain the networks of those in the group with you.
- 5. New learnings, new perspectives.** Everyone in the mastermind is view-point, mind-set, skills, experience and connections. By interacting and sharing your challenges, it's almost certain that someone in your mastermind will have a solution for you and you may also be able to offer a solution, connection or tactic to help another in the group. Having a leader who's experience in consulting, guiding and advising, as well as running a mastermind group, offers you exponential benefit for business and personal growth.
- 6. Get personal.** When you join a mastermind for an extended period of time, you work closely with the group leader and other masterminders to get deep into your business and work on your issues. By spending a year, or more, with your counterparts you grow together personally and professionally.
- 7. Think bigger.** Business leadership is about mastery: personal and business. Being in a mastermind will truly give you a Master Mind! You can't help but think bigger and stretch beyond your boundaries (and sometimes your comfort zones) when surrounded by amazing people doing amazing things.

Masterminds are incredible and can do wonders for your business as well as for you, personally. Growing in a group is not only more effective, it's quite a bit more fun!

Who is it for?

You may be at a growth crossroads, stalled or stuck in your business. Or you may be looking to grow, scale or improve your business. Or you may be looking to double-down on investing in yourself as a leader and into your business.

This mastermind is for those creative business leaders who are looking to evolve or elevate your business practices and infuse more wholeheartedness in your work, this might be for you. It affords you a regular and ritualized cadence of working on your business, not just in it.

The Creative Leadership Mastermind group is for individuals or partners of businesses in the creative industry. This might be a solo-practitioner, a small agency owner or a partner in a creative agency. Businesses may range from design studios, web firms, film or video companies, UX, brand strategy or marketing agencies. Companies as small as one-person shops and as large as 25 people tend to fit best in this mastermind.

There is no minimum or maximum for annual billings or years of experience for mastermind members. However, I only include business leaders who are committed to both learning from the group and contributing to the group for mutual benefit. A mastermind is a tight-knit community that requires both committed involvement and mutual trust in order to gain benefits.

Many of the business leaders I work with are looking to both elevate their business (strategy, systems, processes, positioning, leadership, etc.) and infuse more of their own personal drivers into their work.

How does it work?

The mastermind group lasts six-months or one-year, depending on what the initial group commits to. There is a minimum of six group members (max 15) in order for a group to begin, or continue after six-months.

The mastermind begins with a one-day deep dive at the onset of the Mastermind Group, with monthly 90-minute calls (or meetings) at set times for all participants. Mid-year there will be another face-to-face deep dive session for participants who commit for the entire year.

There will be reading suggestions of books and articles throughout our work together. There is no limit to the topical areas we can cover, so bring what you wish to work on, improve, fix, or increase. All conversations are held in the strictest of confidence in order to create a trusted circle.

Discounts for 1:1 deep dive sessions and business advisory services (contact Steve for more info) are offered to Mastermind participants.

What's the cost and commitment?

There is a minimum of 6-month commitment for involvement, and the Mastermind lasts one-year, with possible renewals thereafter.

The process kicks-off with a full day, face-to-face deep dive offsite to work together as a group (\$800 value). A second deep-dive session happens mid-year. (\$800 value).

There are monthly 90-minute meetings (at set times/days) either via Zoom or face-to-face if all participants are in the same city.

Each member also gets 2-hours of 1:1 advising with Steve. (\$700 value)

Don't be surprised if you receive special perks, gifts and inspiration along the way.

- Cost is \$250 per month, per person (can be auto-paid monthly).
- There is a six-month minimum commitment to join the group.
- A deposit of the first two months is required to take part, if paying monthly.

“Your vision will become clear, only when you look into your heart. Who looks outside, dreams. Who looks inside, awakens.”

— Carl Jung

“Steve is an unignorable business leader. Having known and worked with him over two decades, he has always demonstrated an unique ability to lead his team, his peers and his clients. He is a one of the best business advisors I know and a trusted expert.”

David C. Baker, Author, Advisor, ReCourses

“Steve has one of the best minds and hearts in the business. He's a brilliant coach and advisor. Fresh, creative, thoughtful and wholehearted.”

Dorie Clark, Best-Selling Author of *Entrepreneurial You*, Speaker, HBR writer.

“You are one of the best and brightest minds in our industry. A true industry master and a really good guy. I've worked with and covered Steve and his industry leadership for more than two decades. He's a popular draw at our events and always pushes creative business leaders to grow.”

Bryn Mooth, Writer, Author; Previous Editor, HOW Magazine; Conference Organizer, HOW Design Live

“Wow! You did great work with me. Thanks in part to you and our hard work together, I've pivoted my business into one that makes me more money doing more of what I love to do. Oh, and I got my life back.”

J. Payne, UX agency leader (25+ employees), Cincinnati, OH

Services: Strategic advisor and consultant in cultural engagement programs.

“Steve has worked with me a close advisor and guide for my businesses. He helps me see through the clutter of my organizational world and get to the heart of what matters. My business and life are better for his thoughtful guidance.”

David Matthew Prior, Executive Coach and Advisor, Columbia University, Harvard University

Services: Strategic advisor and consultant.

“Steve has the interesting mix of being a laid-back overachiever. He’s always generous with sharing his insights, valuable experience and guidance. The mastermind group was a big benefit for my business.”

R. Dietz, Owner, digital agency, Seattle

Services: Mastermind, strategic advisor and consultant.

“Simply said, it was a huge value and benefit. The mastermind was thoughtful, creative and organized. He held a great space for all of us to learn and grow. I’m looking forward to more.”

E. Hansell, Partner, creative agency, NYC

Services: Mastermind, strategic advisor and consultant.

“I love how Steve infused leadership and artistry into our work. It deepened my skills as a leader and as a creative.”

V. Pomar, Owner, 12-person marketing agency, Seattle

Services: Mastermind, strategic advisor and consultant.

“This is not your standard coaching or advising. It gets real, personal and deep. I love how Steve has infused his personal character into his work. It’s what drew me to joining his mastermind.”

G. Hamra, Owner, 10-person brand design group, Miami

Services: Mastermind, strategic advisor and consultant.

“I met Steve after his TEDx talk (The Beautiful Business). What speaks to me is his integrated approach for business and life. As a creative professional, this has always be important. Our work together helped me be better as a leader and as a strategist.”

J. Rasterbaum, Owner, brand strategy firm, Chicago

Services: Mastermind, strategic advisor and consultant.

“We’ve worked together for a year now and that work continues. He’s a trusted advisor that I turn to to help me and my business grow.”

D. Plekhanov, Owner, motion graphics firm, San Francisco

Services: Mastermind, strategic advisor and consultant.

“He has the mind of a strategist and the heart of an artist. I learn from him in every interaction. He always challenges me to be a better version of myself.”

A. Nohre, president, 6-person design office, Washington, DC

Services: Mastermind, strategic advisor and consultant.