

# CREATIVEGPS WORKBOOK

LEARN TO NAVIGATE A STRONGER CAREER

Interreg



Co-funded by  
the European Union

Central Baltic Programme

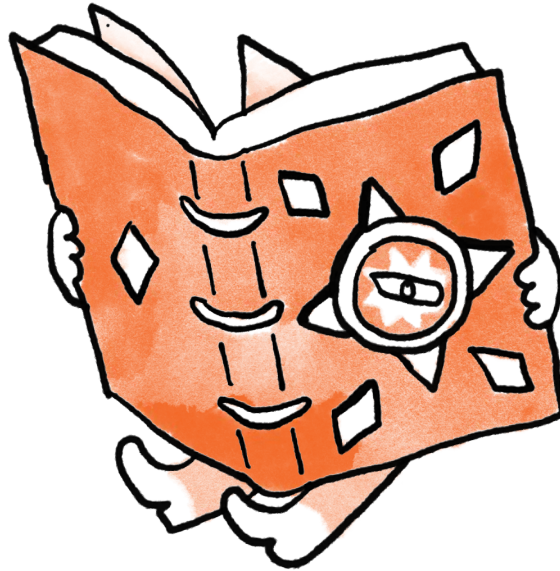
CreativeGPS

Northern  
Dimension  
Partnership  
on Culture

**TAKU**  
Trade Union for  
Art and Culture  
Professionals



Tallinn  
Business  
Incubator



## **WELCOME TO THE CREATIVEGPS WORKBOOK!**

Are you a professional working in artistic, cultural, or creative fields? Are you looking for ways to learn key skills and strengthen your career? This workbook is for you!

We have identified six key topics that are essential for strategically managing and developing your career. The workbook's chapters explore the following areas:

● CREATING AN EXPERT BRAND	4
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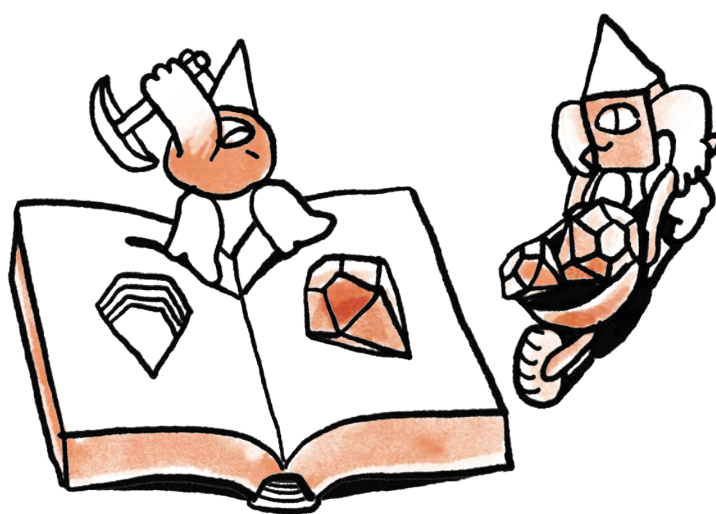
## HOW TO USE THIS WORKBOOK

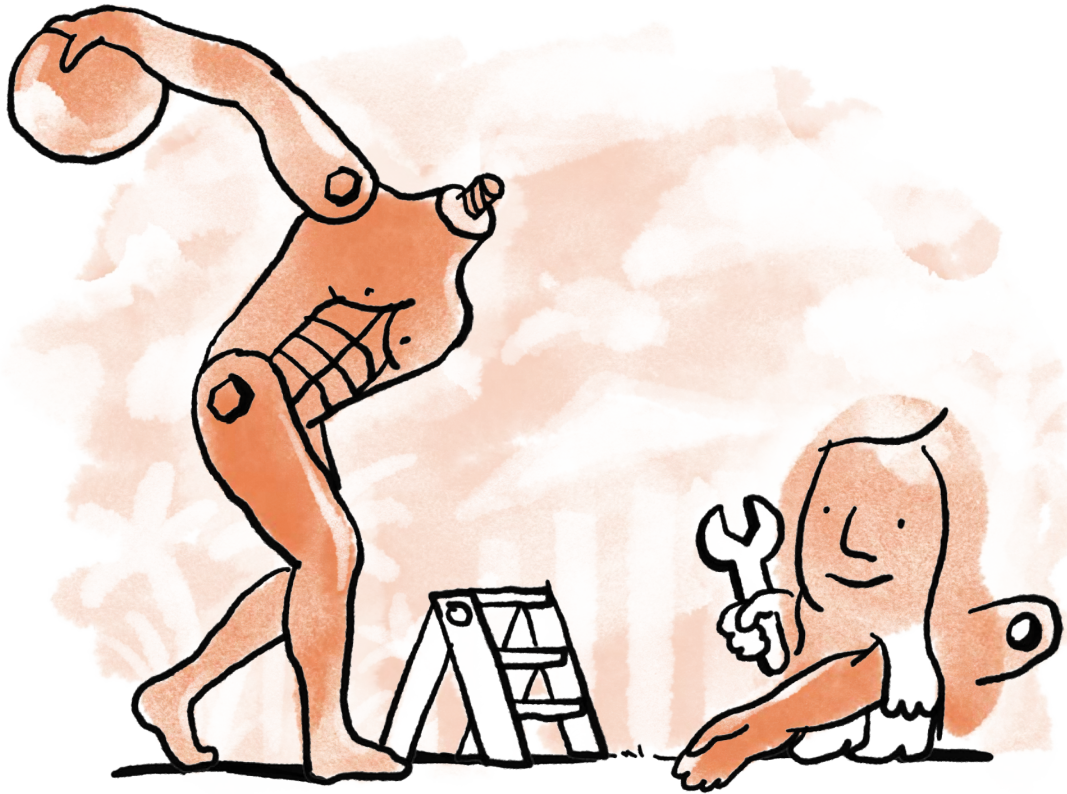
The workbook can be used as both a printed physical workbook and an online resource. However you use it, we encourage you to choose a time period – six weeks, for example – and work through one topic per week. Go through the exercises, watch the expert videos, and follow up on the extra links and resources.

Also, on each topic, there are “questions for elaboration and discussion”. Here, we suggest you discuss the questions with a colleague or peer. Maybe you can work on the workbook in parallel with someone and come together regularly for the dialogue? Learning is more fun together, and accountability creates progress!

This workbook is a result of the Interreg Central Baltic Program co-funded project “CreativeGPS: Creative Professionals Navigating the Job Market: Skill Building and Transnational Peer Learning for Added Agency”, implemented in 2024-2025. The workbook was produced by project partners Northern Dimension Partnership on Culture in Latvia, the Tallinn Business Incubator in Estonia, and the Trade Union for Art and Culture Professionals (TAKU) in Finland. The teams included Krista Petäjäjärvi and Māra Skuja, Nele Plutus and Teele Tomps, and Vilja Byström and Nea Leo. The workbook visuals were created by illustrator Mārtiņš Zutis.

We hope you enjoy it!





# ***CREATING AN EXPERT BRAND***

**SHOWCASE YOUR STRENGTHS AND STAND OUT!  
LEARN TO BUILD A PROFESSIONAL PROFILE THAT  
BOOSTS YOUR CAREER AND CREATES OPPORTUNITIES.**

Clarifying your skills and communicating them effectively is easier when you know your values and goals. Whether you're a freelancer, entrepreneur, or currently job hunting, think about your expertise and what you can offer.

An expert brand isn't just social media visibility, it's about making your skills recognizable. It tells clients and potential employers a story of who you are and why you're worth collaborating with.

Learn to present your strengths in a concise pitch and brand slogan. This makes it easier for employers or clients to see how you meet their needs and contribute to the team. In the competitive creative and cultural sectors, a recognizable profile is like a continuous job application and business card in one.






## CHECKLIST

-  I have defined my unique areas of expertise and structured them into clear themes that reflect my professional identity and the value I offer.
-  I have started following industry trends and actively pursue contacts outside my field.
-  I have identified my potential audience and networks: Employers, clients, project leaders, and partners.
-  I have set professional goals outlining where I want to be in six months and two years.
-  I have built tangible proof of my expertise, showcasing real achievements (portfolio or case studies) that establish my credibility.



## QUESTIONS FOR ELABORATION AND DISCUSSION

-  Does your brand reflect who you really are? What sets you apart from other professionals?
-  What work have you done that exemplifies your brand to potential clients and employers?
-  Is your goal full-time employment, freelance work, entrepreneurship, or a mix? Design three scenarios that depict how you could support a sustainable income with your expertise brand.



## EXERCISE

### CREATE A SALES PITCH DEMONSTRATING YOUR EXPERTISE



Your **sales pitch** is a text that clearly communicates what you do, who you serve, what results you deliver, and how you do it — all in a brief and powerful format.

The structure provided helps you focus your message by filling in the blank parts.

I help [whom you help or serve] \_\_\_\_\_

and achieve [the results you deliver or the problem you solve] \_\_\_\_\_

without [what pain or challenge you help your clients partners avoid or overcome] \_\_\_\_\_

through [what unique method or approach you use] \_\_\_\_\_

\_\_\_\_\_.

#### Examples:

##### ● Graphic designer

I'm [Your Name]. I help creative and growing businesses achieve their brand visions — without the frustration of improper visuals or dull technical solutions — through outstanding design and purposeful, easy-to-use tools.

##### ● Cultural producer

I'm [Your Name]. I help organizations put on company events that enhance feelings of belonging and energize their community — without the stress of scattered planning or logistical headaches — through creative vision and trustworthy production coordination.

## LINKS TO USEFUL RESOURCES



### GaryVee YouTube Channel



Gary Vaynerchuk (@garyvee) is a serial entrepreneur and marketing expert known for his direct communication style and forward-thinking perspective.

He has built a successful career in personal branding and digital business.

[www.youtube.com/channel/UCctXZhXmG-kf3tIIXgVZUIw](https://www.youtube.com/channel/UCctXZhXmG-kf3tIIXgVZUIw)



### The Futur on YouTube



The Futur (@thefutur) is a YouTube channel and learning platform led by Chris Do. It provides creatives with tools and insights on branding, design, and business development in a clear and educational way.

[www.youtube.com/@thefutur](https://www.youtube.com/@thefutur)



### Richard van der Blom on LinkedIn



Richard van der Blom is a LinkedIn algorithm expert and a pioneer in social selling. He shares practical tips on effective networking and content creation on LinkedIn.

[www.linkedin.com/in/richardvanderblom](https://www.linkedin.com/in/richardvanderblom)

## TIPS AND NEXT STEPS



### Build connections and use support

What outside expertise do you need to help build your brand? Identify potential visual and technical partners you could engage.



### Showcase your brand

Attend industry events and use digital platforms like portfolios, videos, and expert content to attract potential employers and partners.



### Establish credibility

Communicate trust through pricing, sustainable partnerships, and engagement. Use past feedback and successes to highlight your strengths.

***“Expert branding isn’t about how much you know — it’s about what others know you know.”***

**Emmi Harjuniemi,**  
Empathetic brand strategist



## **A RECIPE FOR AN EXPERT BRAND**

This video by Emmi provides a simple yet effective recipe for building a strong expert brand. Expert branding isn’t about how much you know — it’s about what others know you know. By identifying your strengths, choosing clear competency themes, and being consistently present, you build awareness and trust with clients or employers. Visibility is not vanity, it is strategy. It is the key to creating new opportunities, building valuable connections, and accelerating growth.

[www.bit.ly/EXPERT-BRAND](http://www.bit.ly/EXPERT-BRAND)





# **BOOSTING YOUR JOB SEARCH**

**ARE YOU READY FOR THE NEXT STEP IN YOUR CAREER?  
DISCOVER HOW VISIBILITY, RESILIENCE, AND SELF-  
PROMOTION OPEN DOORS TO NEW POSSIBILITIES.**

Building a career calls for self-awareness, strong connections, and the ability to recognize opportunities. By staying engaged and proactive, you can shape the direction of your path and increase your chances of finding meaningful work.

Defining your professional identity starts with asking the right questions: What inspires you? What kind of work environment allows you to thrive?

This chapter provides the tools necessary to help you identify your strengths and connect with communities that will support your development.

Career development is a continuous journey, and there's no final stage of being completely "ready". Setbacks and challenges are not just obstacles; they are opportunities for growth, helping you build a fulfilling and value-driven professional setting.

## CHECKLIST



I have reviewed and updated my job search documents. My CV includes all relevant work experience, internships, and volunteer roles with clear descriptions of tasks, responsibilities, and the skills I have developed.



I've considered what matters most to me in a professional setting and sought out workplaces that align with my core values.



I understand the current hiring and job trends in the cultural and creative fields and can demonstrate how my skills meet these demands.



I have explored available learning opportunities, such as courses, career guidance, mentoring programs, peer sparring, and networks that could help me grow.



I have researched roles and organizations that align with my dream career.



## QUESTIONS FOR ELABORATION AND DISCUSSION



Rediscover yourself. External expectations can shape how we see ourselves, but when we explore our body-mind-emotion system with curiosity, we can see ourselves for who we really are.



Who supports your growth? Find a peer group or professional community. Trust, insight, and development grow in shared spaces through interaction.



What fear, if any, is holding you back in your career? Recognizing barriers is the first step in building resilience and moving forward with clarity and courage.



## EXERCISE

### DRAW YOUR FUTURE CAREER PATH



#### Step 1: Identify priorities

By using the exercise below, reflect on what matters most to you in your career. Consider the following job characteristics:

- Possibility to do meaningful work ————— ☐
- Interesting tasks ————— ☐
- Secure income ————— ☐
- Employer's values align with my own ————— ☐
- Good salary ————— ☐
- Possibility to develop at work ————— ☐
- Workplace flexibility (place, working hours, tasks) ————— ☐
- Balancing family and career ————— ☐
- International cooperation or multidisciplinary work ————— ☐



#### Step 2: Rate each priority

Give each characteristic a rating from 0 to 10, where:

**0**

= Not at all important

**10**

= Extremely important



### Step 3: Create your career vision board

- Use visuals (images, words, or symbols) to represent your career goals.
- Summarize key job priorities based on your ratings.
- Keep this vision board or profile somewhere accessible for future reference.



A large, empty white rectangular area intended for creating a career vision board.



### Step 4: Revisit and adjust

Return to your vision board in the coming months to reassess your goals and refine your career path.





## WHAT YOUR ANSWERS MIGHT MEAN (FREE INTERPRETATION)

### ● If relevance (8-10) and values (8-10) matter most

Focus on value-driven work, such as mission-oriented organizations, artistic projects, or socially impactful initiatives. Entrepreneurship or launching your own projects can also offer autonomy in shaping your professional direction.

### ● If interesting tasks (8-10) and development opportunities (8-10) are your top priorities

Seek a dynamic work environment that fosters continuous learning and growth. Start-ups, freelancing, or companies heavily investing in employee development can be strong choices.

### ● If a secure livelihood (8-10) and a good salary (8-10) are most important

Favour stable positions with high earning potential, such as roles in government or municipalities, commercial sectors within creative industries, or freelance work with a broad client base.

### ● If flexibility (8-10) and work-life balance (8-10) are key

Prioritize jobs with remote work options, freelancing, or flexible schedules. Research employers' policies on family-friendliness and work-hour arrangements.

### ● If international collaboration and multidisciplinary work (8-10) are important

Look for opportunities that involve cross-sectoral teamwork, cultural exchange, and diverse expertise. Consider global organizations, remote work, or international projects.

### ● If most values are low (0-4)

Reflect on whether your current role aligns with your aspirations. What kind of work would truly motivate you and enhance your job satisfaction? Exploring new creative industries or entirely different career paths could be worthwhile.

## LINKS TO USEFUL RESOURCES



### Develop Your Employability Skills



Alongside your academic or skills of expertise, there are other essential qualities that employers look for when deciding who to recruit. See the Oxford University Careers Service's guide on employability skills.

[www.careers.ox.ac.uk/develop-your-employability-skills](http://www.careers.ox.ac.uk/develop-your-employability-skills)



### How to Develop a 5-Year Career Plan



Having a long-term plan for your career can help you reduce career-related stress. See the Harvard Business Review's article on career planning.

[www.hbr.org/2023/09/how-to-develop-a-5-year-career-plan](http://www.hbr.org/2023/09/how-to-develop-a-5-year-career-plan)



## TIPS AND NEXT STEPS



Remember, a lack of invitation to an interview doesn't always reflect your application's quality. Seek feedback and note the rise of anonymous recruitment, which promotes equality.



Direct recruitment is common in cultural and creative fields. Stay proactive and follow employers, engage on LinkedIn, and use industry events to highlight your expertise.



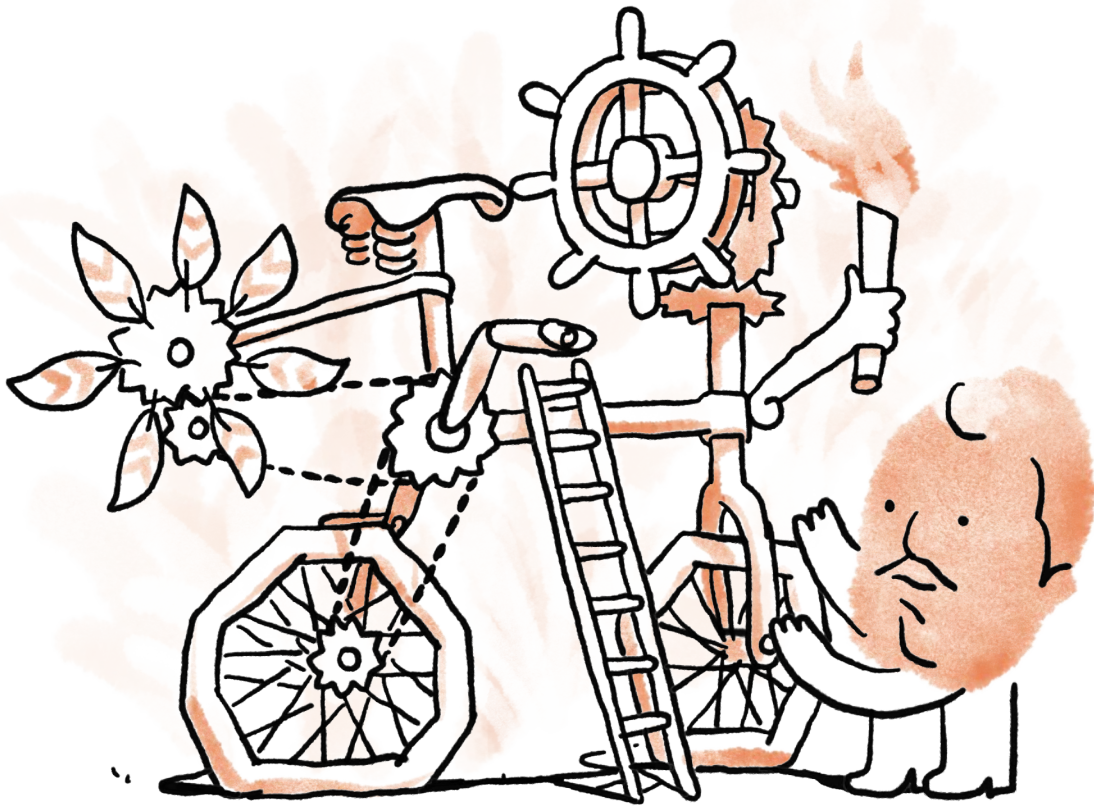
Advance your career step by step. Even if you don't meet all requirements, you can get valuable experience and apply confidently, emphasizing your strengths.



***“To survive in the evolving field of creative and cultural work, we must shift from waiting for opportunities to designing them. We do this by combining artistic vision with entrepreneurial thinking, collaboration, and continuous learning.”***

Laura Köönikkä,  
Solution-oriented coach and creative entrepreneur





# ***ENTREPRENEURSHIP***

**DISCOVER IF ENTREPRENEURSHIP IS FOR YOU BY ANALYSING YOUR IDEAS, SKILLS, AND WHAT IT TAKES TO RUN A BUSINESS.**

If you want to be independent and manage your own time, entrepreneurship might be for you. Entrepreneurship offers a unique opportunity for those seeking autonomy and control over their time, fostering creative freedom and a direct link between effort and income. It's a journey of continuous learning, building resilience, and growing your skillset in many areas.

A lack of regular income requires finding one's own customers and handling all responsibilities. Although employment is often more secure, entrepreneurship presents a unique chance to shape one's own success.



## CHECKLIST



**Is there any demand for what you're offering?**

Does your idea solve a problem for people? Is it something people would genuinely pay for?



**Is your idea or skill better than your competitors'?**

Are you doing something unique? There are probably other people doing something similar. So, what makes your offer special? You need to stand out — what's your unique selling point?



**Do you, or your team, have the necessary competencies?**

Do you (or your friends) have the skills to make this happen? It's okay if you don't know everything, but you need to be honest about what you're good at and what you still need to learn.



**Are there enough people willing to pay for this product or service?**

Are people willing to pay a price that allows you to cover your expenses and earn an income? Do some research on how much people charge for similar things and try to make a realistic budget.



**Does your product or service have growth potential?**

If everyone suddenly wants your product, can you scale your output? Will people still want this in one year or five years? Can you sell more of your product or service without needing to hire a huge number of new employees?



## QUESTIONS FOR ELABORATION AND DISCUSSION



Do you value financial stability more than creative freedom?



Do you possess skills that you could offer as a freelance service?



What does your business idea currently lack when looking at the checklist of five things to consider?

## LINKS TO USEFUL RESOURCES



### CCI Learning Module Toolbox



Explore videos and get insightful guidance on navigating entrepreneurship within the creative sector. This platform provides comprehensive support to help you launch your entrepreneurial journey.

[www.ccitoolbox.com](http://www.ccitoolbox.com)



Book of  
case studies



### Practicing Circular Economy



Learn why sustainability and the circular economy are important. Find out how to make your product or service more sustainable. See examples of how other companies use circular economy ideas.

[inkubaator.tallinn.ee/en/circulareconomy](http://inkubaator.tallinn.ee/en/circulareconomy)

## TIPS AND NEXT STEPS



Ask your potential clients if your product or services might be of interest to them.



Research your competitors to understand their offerings and the cost of their products or services.



Set goals and create plans for your next steps, including how you will measure your progress.



## EXERCISE

### TAKE THE ENTREPRENEURIAL SELF ASSESSMENT TEST

[See the appendix](#)



***“A successful entrepreneur is driven, focused on creating value for their customers, and always has a clear overview of their company’s financial health.”***

Kari Maripuu,  
Entrepreneur and founder of *Brightspark*

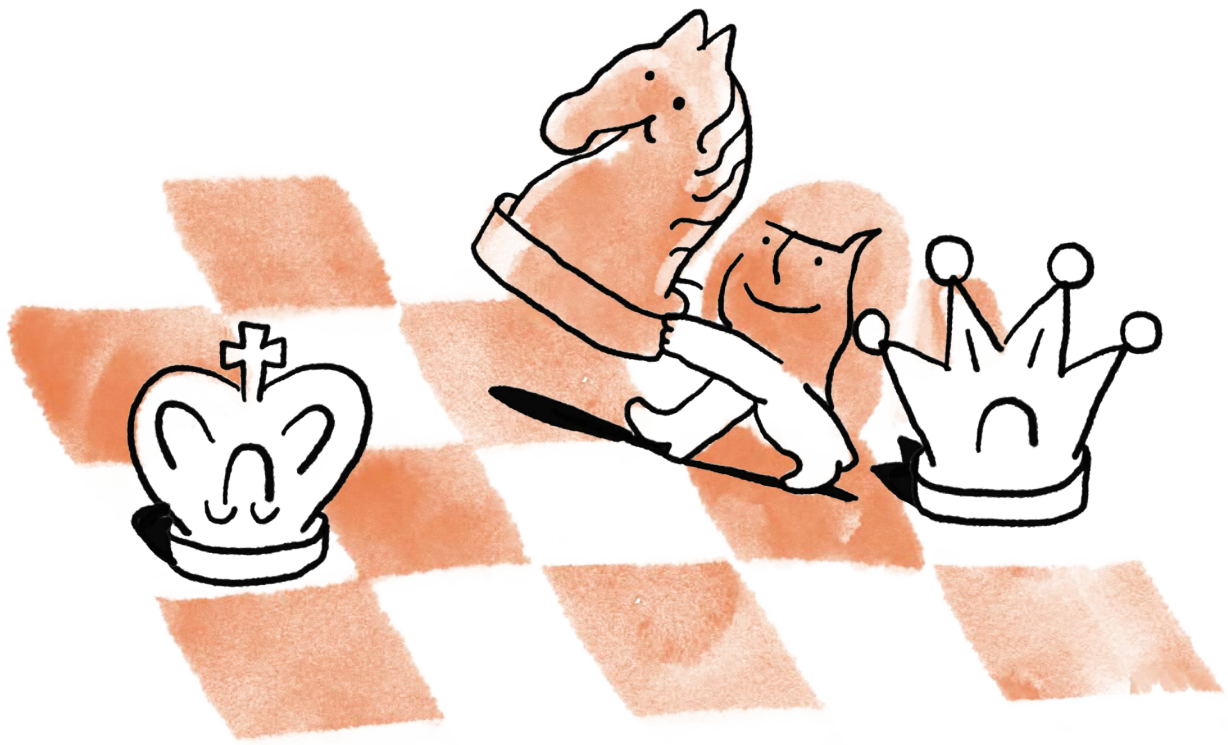


## **HOW TO DO SIMPLE BUSINESS BUDGETING**

This video by Kari will help you understand how to develop a budget for your company. You'll learn to distinguish between different types of costs and income. Kari will also show you how to calculate a price for your product or service.

[www.bit.ly/BUDGET-GPS](http://www.bit.ly/BUDGET-GPS)





# ***USE SOCIAL MEDIA STRATEGICALLY***

## **DISCOVER HOW YOU CAN USE SOCIAL MEDIA TO PROMOTE YOUR CREATIVE PROJECTS!**

In today's digital landscape, a strategic social media presence is no longer optional for creative professionals — it is essential.

Having a personal brand on social media is one of the most powerful ways to distinguish yourself from competitors. By leveraging these platforms effectively, you can build trust, establish credibility, and create meaningful connections with your audience.






The power of social media lies in the human element: When people see the person behind the business, they're naturally more inclined to engage and convert into customers.

Through social media, you gain access to a broader audience, allowing you to showcase your creative work, share your journey, and build a community around your brand.

What sets successful creators apart isn't just their talent; it's their ability to strategically utilize social media as a tool for growth, visibility, and meaningful engagement with their target audience.






## CHECKLIST

-  I strategically plan and post content that aligns with my brand values and showcases my business/builds my personal brand.
-  I engage authentically with my audience through meaningful conversations and responses.
-  I create clear calls-to-action that guide followers to my services or products.
-  I analyse my metrics to understand what content resonates with my audience and if I'm reaching my goals.
-  I maintain a cohesive visual style that reflects my creative identity.



## QUESTIONS FOR ELABORATION AND DISCUSSION

-  What fears or tensions hold you back from promoting yourself on social media?
-  What is the core message and unique perspective you want to convey to your audience?
-  How can you create healthy boundaries between content creation and your core work?



## EXERCISE

### CREATE YOUR “NAPKIN STRATEGY PLAN”



Take five minutes to sketch out your social media strategy on a napkin or small piece of paper.

Who are you trying to reach? (Be specific)

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What's your main goal? (Pick one)

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What makes you unique? (Your superpower)

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How often will you show up? (Be realistic)

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Keep this visible at your workspace as a quick reminder of your focus.

## LINKS TO USEFUL RESOURCES



### How to add personality to your social media content



The blog post provides 12 ideas for creating engaging content.

[www.entscheduled.com/blog/12-ways-to-add-personality-to-your-social-media-content](http://www.entscheduled.com/blog/12-ways-to-add-personality-to-your-social-media-content)



### How to use LinkedIn for your conference networking efforts?



The guide helps you optimize your LinkedIn profile, create content, reach out to people, and get clients.

[drive.google.com/file/d/1enfVahxTyxIVqcqPj0BruMjk15KoughV](https://drive.google.com/file/d/1enfVahxTyxIVqcqPj0BruMjk15KoughV)



## TIPS AND NEXT STEPS



Define your unique value proposition: What makes your creative work stand out?



Choose your primary platform based on your strengths (writing, video, photography) and where your audience spends time



Plan your content, track performance metrics, and follow the social media checklist to refine your strategy

***“If you're not on social media, you don't exist. That's the new reality of building your creative business. Even if self-promotion feels uncomfortable, there are authentic ways to showcase your skills online.”***

Ilze Švarcbaha,  
Founder & CEO of Not Scheduled



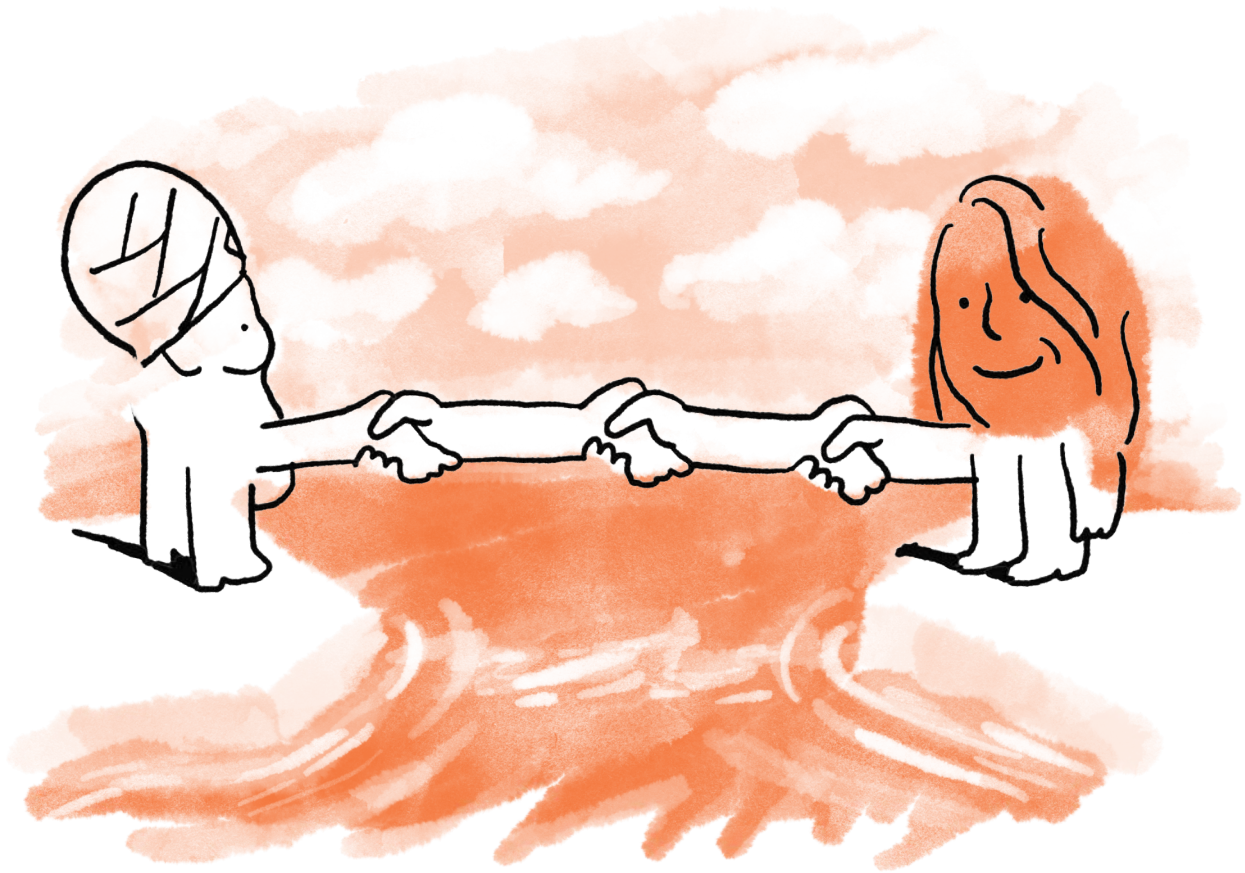
## **HOW CAN CREATIVES USE SOCIAL MEDIA IN A STRATEGIC WAY?**

In this video Ilze shows how creative professionals can make the most of social media. The main points are simple:

- You can succeed on any platform
- Being yourself is the best way to promote your work
- People prefer following real people over brands

The key takeaways: Treat social media as part of your work routine, interact with others to get engagement back, and create a strategy that fits your time and resources.

[www.bit.ly/SOME-CREATIVES](http://www.bit.ly/SOME-CREATIVES)



# **NETWORKING**

## **WHY IS NETWORKING ESSENTIAL FOR CAREER GROWTH? EXPLORE PRACTICAL STRATEGIES FOR BETTER NETWORKING!**

The importance of networking for discovering untapped opportunities and overall career advancement cannot be underestimated. It enables you to build a professional community, gain inspiration, and identify future collaborations; it is an invaluable tool in your job search. Networking generates opportunities and opens doors you might otherwise never discover.

Networking is not merely about collecting contacts, it is about cultivating genuine relationships and exploring their potential. To excel at networking, one should be approachable, authentic, and open-minded. It involves building trust and developing mutually beneficial relationships.

While networking can initially feel intimidating, everyone can discover their own approach. A simple "hello" can be the beginning of many valuable connections. You do not need to be a typical extrovert; the most effective networkers are often those who show genuine interest in others and are excellent listeners.

## CHECKLIST



I have identified the kind of connections I need.



I have analysed my current network and identified potentially promising connections.



I have identified the best places and events to network at.



I have thought about the type of people I want to network with and prepared questions/topics I would like to discuss.



I am prepared to introduce myself and my skills.



## QUESTIONS FOR ELABORATION AND DISCUSSION



What kind of relationships do you need to foster to reach your professional goals?



What do you think are the biggest challenges for you regarding networking? How could you overcome these challenges?



Try to recall two different real-life networking situations – one where you feel you were successful and one where you were not. What happened, and what can you learn from these experiences?





## EXERCISE



### Part 1: Introducing yourself

Write down a short description of yourself that covers the most important things you'd want someone new to know. Imagine you only have a few moments to introduce yourself – what would you say? Think about what makes you, you! What are your skills? What experience do you have? What are you interested in?

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### Part 2: Introducing yourself

Sometimes the hardest part is saying hello! Think of five different ways you could start a conversation with someone you don't know. These could be questions, comments about where you are, or something else entirely. The goal is to have a few ideas ready, so you feel comfortable starting up a conversation.

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## LINKS TO USEFUL RESOURCES



### How to Network



Learn practical techniques for building valuable personal and professional connections.

[www.wikihow.com/Network](http://www.wikihow.com/Network)



### Meetup: Connect with Like-Minded People in Person



Meetup is a platform where you can find like-minded individuals for collaboration, inspiration, and support. Dive in and see who's creating near you!

[www.meetup.com](http://www.meetup.com)



## TIPS AND NEXT STEPS



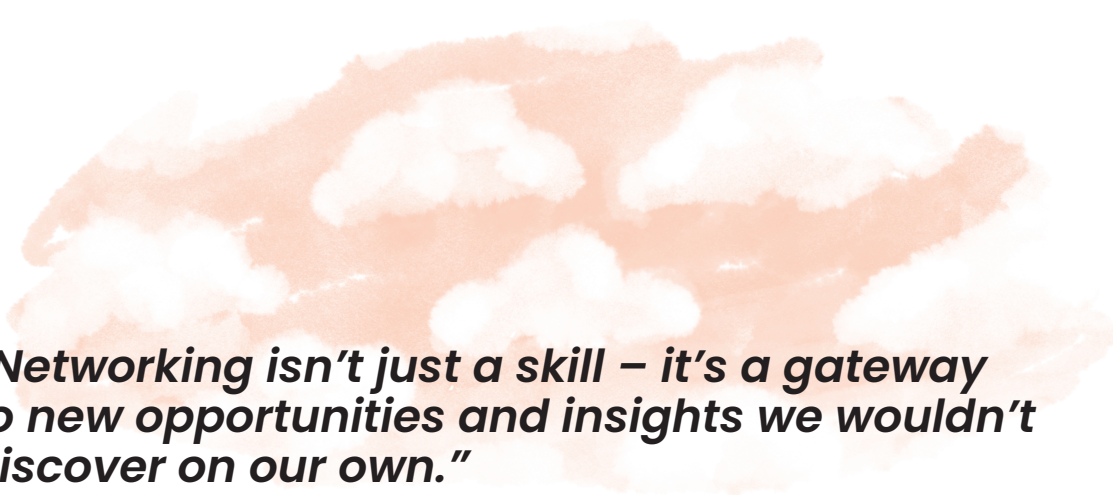
Map out all the events and gatherings where you could participate.



Set realistic networking goals and define what you hope to achieve.



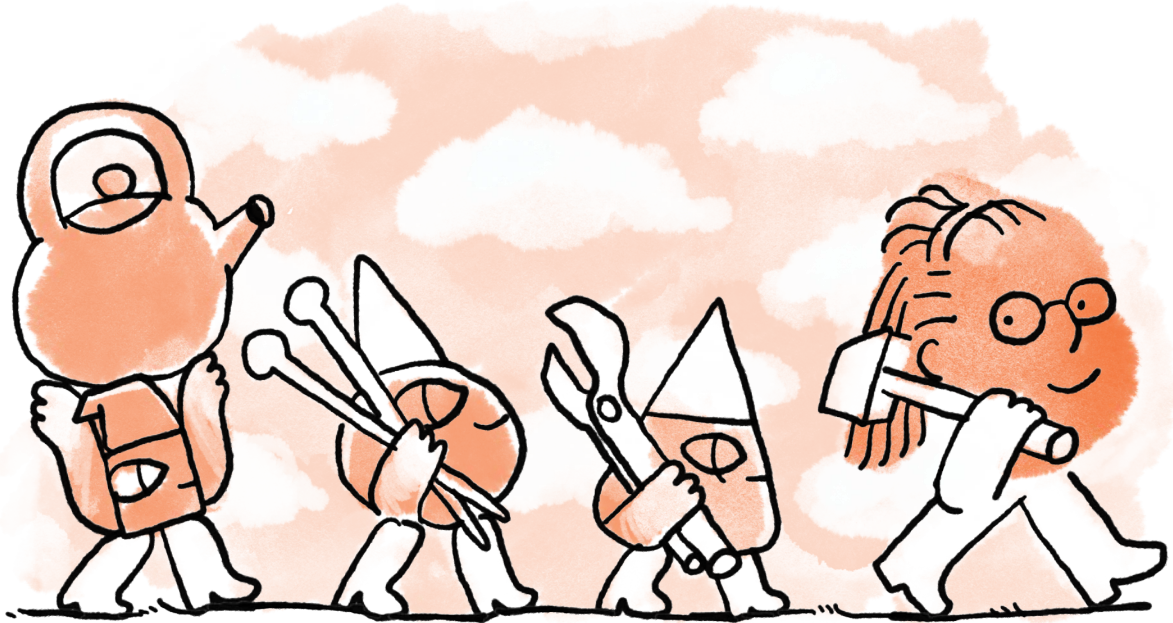
Browse through existing contacts and identify who could be worth reconnecting with — and reach out!



***“Networking isn’t just a skill – it’s a gateway to new opportunities and insights we wouldn’t discover on our own.”***

**Laura Lindsberg,**  
Marketing and networking professional





# ***CROSS-COLLABORATIONS***






**THINK BEYOND TRADITIONAL PROFESSIONAL NORMS  
AND DISCOVER NEW OPPORTUNITIES BY PARTNERING  
WITH EXPERTS FROM OTHER FIELDS.**

Professional possibilities within the arts, culture, and creative sectors evolve over time. Work opportunities are closely tied to our environment and the extent to which our skills can provide value to others. We should be aware of how the world is changing and consider new opportunities that may be on the horizon.

In this chapter, you are encouraged to focus on novel future possibilities: How your work could contribute to the sustainability transformation, and how establishing cross-sector collaborations with professionals from other fields can make a difference.




Solving complex societal issues and striving for sustainability require action across all disciplines, calling for skills in purposeful collaboration. In practice, this involves exploring cross-sectoral partnerships and taking steps towards new formats of collaboration.

## CHECKLIST

-  I have established the key themes, topics, and broader issues I want to contribute to through my professional skills: What is the change I want to work towards?
-  I have taken note of other individuals, companies, and organizations that share similar goals to mine.
-  I have identified my core skills and competences:  
*What am I really good at?*
-  I have sought out new work-related contexts where my skills could be useful.
-  I have proactively built connections, clearly communicating my contributions and signalling my availability for potential collaborations.



## QUESTIONS FOR ELABORATION AND DISCUSSION

-  Which professionals do you admire? Can you identify a few individuals you look up to, or perhaps projects that have made an impact on you? What do they represent, and why are they meaningful to you?
-  What barriers or norms shape the traditions of your profession, and where do these stem from? How might you challenge or expand them?
-  Imagine unseen cross-collaboration formats: In what fields can you envision yourself working 20 years from now? Explore the limits of your imagination and seek what truly inspires you!



## EXERCISE

### DEFINE YOUR SUCCESS



Take 15 minutes to sketch out what your ideal career future would look like. Return to this exercise regularly to update your desired direction.

What does success mean to you in your future career? How would you describe it?

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What are three practical career goals that would demonstrate you have achieved success?

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What are three practical steps you can take towards achieving your desired career?

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## LINKS TO USEFUL RESOURCES



### The cross-innovation toolbox



The toolbox supports the establishment of new collaborations between creatives and professionals from other fields:

[ndpculture.org/wp-content/uploads/2023/11/Cross-Innovation-Toolbox.pdf](https://ndpculture.org/wp-content/uploads/2023/11/Cross-Innovation-Toolbox.pdf)



### Training artist for innovation: competencies for new contexts



The publication gives good outlines to understanding the skills, attitudes, and knowledge required to navigate interdisciplinary contexts.

[www.researchgate.net/publication/305755554](https://www.researchgate.net/publication/305755554)



## TIPS AND NEXT STEPS



Look for inspiration in cross-sectoral partnerships: Seek best practices and case stories — get to know more about the topic!



Make clear, short-term goals for building your capacity to cross-collaborate: What skills do you need to learn? Which networks do you need to engage with? Who should you reach out to first?



Expand your professional bubble and take steps towards cross-sectoral partnerships — put yourself out there! Talk to people about what inspires you and what you can contribute.

***“There are no limits to how artists and creatives can contribute and create value. But, in practice, we need to look beyond our professional boundaries, redefine our roles, and learn to collaborate across sectors.”***

**Krista Petäjäjärvi,**  
Expert in arts-based innovations



## **INTRODUCTION TO CREATIVE CROSS-INNOVATIONS**

In this video, Krista introduces the concept of creative cross-innovations as an approach to increasing collaboration between creatives and other sectors of society. The video portrays an inspiring case study that connects art and technology, as well as highlighting success factors and considerations for a sustainable collaboration.

[www.bit.ly/CROSS-IN](http://www.bit.ly/CROSS-IN)



## ACKNOWLEDGMENTS

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**Northern  
Dimension  
Partnership  
on Culture**

**TAKU**  
Trade Union for  
Art and Culture  
Professionals



**Tallinn  
Business  
Incubator**

The total budget of the CreativeGPS project is €212 644, of which 80% — or €170 115 — was co-financed by the Interreg Central Baltic Program. The remaining 20% was co-financed by the project partners.

**Interreg**

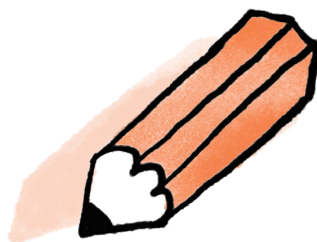
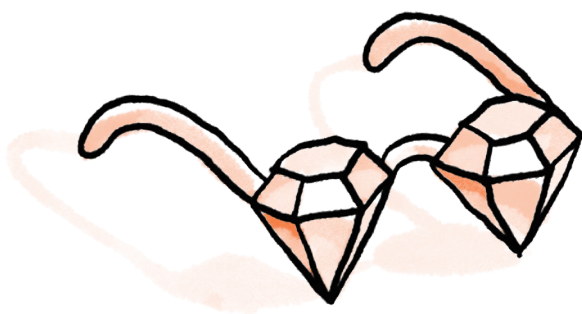


Co-funded by  
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Central Baltic Programme

[www.centralbaltic.eu/project/creativegps](http://www.centralbaltic.eu/project/creativegps)

**CreativeGPS**



## APPENDIX

# ENTREPRENEURIAL SELF-ASSESSMENT TEST

Complete the following test, answering honestly, quickly, and using the scoring table below:

5 – always, 4 – often, 3 – sometimes, 2 – rarely, 1 – never.

**NB!** It is advisable to avoid average scores where possible (e.g., 3), as this could lead to an uninformative test result.

Question	1	2	3	4	5
1. I like to do things alone and do not need motivation from others					
2. When I have decided to do something, nothing stops me					
3. I am not afraid to take risks associated with creating and managing a business					
4. I plan my time and resources well and achieve results					
5. I objectively assess my time and abilities before starting work					
6. I act according to my capabilities					
7. I keep trying regardless of challenges and failures					
8. It is important for me to anticipate risks in order to avoid them					
9. I make personal sacrifices to complete work on time and keep promises I have made					
10. Regardless of feedback from others, I always strive to improve and develop myself					
11. Before starting, I collect as much information as possible and check that it is accurate					
12. I set short- and long-term goals in both my personal and professional life					
13. I plan carefully to achieve my business/work goals					

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	Question	1	2	3	4	5
14.	I fit in with others and like to achieve goals as a team					
15.	I am independently decisive but accept suggestions from others					
16.	Before starting work/projects, I prefer to collect as much information as possible					
17.	I set goals based on my resources and skills					
18.	I am a good communicator and can convince others					
19.	I regularly evaluate the results of my work and look for ways to improve them					
20.	I am happy with my work. I believe I will continue to develop and become even better over time					

## ANALYSIS OF THE RESULTS

Add up the results according to the table below:

Question	+	Question	=	Entrepreneurial Nature	Your Score
Question 1	+	Question 6	=	Opportunity seeker	
Question 2	+	Question 7	=	Determined	
Question 3	+	Question 8	=	Risk taking	
Question 4	+	Question 10	=	Quality-oriented	
Question 5	+	Question 9	=	Committed to work	



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Question	+	Question	=	Entrepreneurial Nature	Your Score
Question 11	+	Question 16	=	Information seeker	
Question 12	+	Question 17	=	Goal setter	
Question 13	+	Question 19	=	Skills planner	
Question 14	+	Question 18	=	Persuasive networker	
Question 15	+	Question 20	=	Self-confident	

Rate your scores according to the questions. For example, if you answered 5 (always) to questions one and six, then you have strong opportunity-seeking qualities. But if you answered 1 or 2 to questions 14 and 18, for example, then your weaknesses are persuasion and networking, and you should develop these skills.

Add up the answers to all questions from top to bottom. For example, if question one and question six were both 5, then the score for this row is 10.

**TOTAL =** \_\_\_\_\_

Interpretation of the test result:

Result	Meaning
<50	Your entrepreneurial skills are currently lacking. Focus on activities that prepare you to become an entrepreneur and develop your skills (e.g., training, books, involving a mentor, etc.)
50-80	Average result. You have gaps that could be filled. You could develop your knowledge and improve your skills (e.g., by taking certain courses).
>80	Well done! You are entrepreneurial and have an entrepreneurial spirit — continue to nurture it!