

LIVE TO TELL THE STORY

Ways To Awakening

Your Creative Life

March - May
2024

Eight-Part Creative Workshop Series

1. Seeing - Finding Your Creative Vision

Bringing intentional curiosity to your inner & outer experience

2. Growing - What Is In Front Of You

Creating with hope and fear

3. Repairing - What Is Behind You

Creating with joy and anger

4. Grounding - What You Rest Upon

Creating with pride and shame

5. Activating - What Shines Upon You

Creating with light and shadow

6. Listening - What You Receive

Creating with signal and noise

7. Shaping - What You Give

Creating with push and pull

8. Opening - Finding Your Creative Heart

Getting out of your head and into your heart

WHICH WAY IS NORTH

A Creative Compass for
Makers, Marketers, and Mystics

WILL CADY

Reddit's Global Brand Ambassador
and former Head of Creative Strategy

Learn from:

- Meditations
- Exercises
- Methods

Based on the book, *Which Way Is North*. Written to empower people in the age of technology by awakening what humans are uniquely able to do: **transmute your anxiety into creativity**.

About Will Cady:

Will Cady, Reddit's Global Brand Ambassador and founding head of Reddit's KarmaLab creative strategy team, is in a unique position to listen to the real-time needs and concerns of thousands of media-driven communities today, while predicting tomorrow's trends for culture. In his role as strategist, Cady has leveraged his uniquely blended approach of creativity and mysticism to counsel business leaders toward impactful, empathetic marketing of powerhouse brands in Tech from Apple, Google, Samsung, T-Mobile, AT&T, and Adobe.

Will Cady has appeared on stage in front of thousands at SXSW, the Consumer Electronics Show, Cannes Lions, and The Gathering. He is a graduate of Berklee College of Music, recipient of an Emmy Award (New England Regional) for Best Musical Composition/Arrangement, and has been featured as a member of the 2020 AdWeek Top 50 for Tech, Media, and Marketing. His original music has amassed ~3M+ streams on Spotify and counting.