

## **Behance is a company that designs products and services that empower the creative world to make ideas happen.**

Behance is founded on the principle of "Productive Creativity." Too often, great ideas never materialize. Creative people are rarely lacking inspiration; rather, they lack effective processes and tools to make their ideas happen.

The Behance team studies exceptionally productive people and teams working in creative fields. We document the methods and resources that these productive creative professionals use to push their ideas forward. We then develop products and services based on the best practices that we discover through our research.

### **Our products and services include:**

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#### **The Behance Network** - [www.behance.net](http://www.behance.net)

This invitation-only network is widely regarded as the premier online platform for creative professionals to showcase their work. It provides a central place for creative professionals across the globe to build a dynamic portfolio, gain exposure, and discover job opportunities. The Behance Network also serves as an effective and efficient way for employers in creative industries to find top talent. With nearly a million visitors every month, the Behance Network exposes recruiters, explorers, and the world at large to the newest, freshest, most exciting work coming out of the global creative community. It was also selected as a finalist in the 2008 SXSW Interactive Conference and Festival.

#### **Action Method** - [www.ActionMethod.com](http://www.ActionMethod.com)

The Action Method is Behance's intuitive, project-centric approach to productivity. Designed for those with many ideas and lots of creative energy, the Action Method seeks to simplify project management and bring order to the organic creative process. When using the Action Method, every idea is captured and translated into an Action Step, a Backburner Item, or a Reference Item.

#### **Behance Magazine** - [www.BehanceMag.com](http://www.BehanceMag.com)

Based on our research in the creative community, we publish articles, interviews, and tips that highlight best practices, and provide insight on Productive Creativity.

#### **Creative's Outfitter** - [www.CreativesOutfitter.com](http://www.CreativesOutfitter.com)

Behance's online store sells items that foster Productive Creativity, including a line of products based on Behance's Action Method.

#### **Creative Index** - [www.CreativeIndex.com](http://www.CreativeIndex.com)

The Creative Index is a global directory of creative professionals' portfolios and websites. Behance has created a "spider," which is a program that searches the portfolios and personal websites of creative professionals around the web. Up-to-date information from these sites can then be found on Creative Index, providing a one-stop destination for locating talent.

#### **Advisory Services** - [www.behance.com/advisory\\_services](http://www.behance.com/advisory_services)

Behance Advisory works with teams large and small to maximize Productive Creativity in the workplace, and boost efficiency in idea generation. Behance has advised such clients as an in-house agency at a large media company, a production team at a design firm, and a group of students in creative industries.

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Behance continues its research and development of new ways to serve the creative community.

**For more information, please contact [energy@behance.com](mailto:energy@behance.com)**

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