

Collative Spotlight – Rana Florida – Author and Entrepreneur

By [Daryl Anderson](#) on November 5, 2015 in [Collative Spotlight](#)



Welcome back to the Collative Spotlight series, I hope you all have been enjoying the content we have been bringing you and also inspired by the interviewees and their answers to our questions. This week we have another fantastic guest to welcome to the Collative Spotlight, best selling author and entrepreneur Rana Florida. It was amazing to hear her answers to the questions and there is definitely so much to learn from her. Check out the interview below, I am sure you will enjoy it.

Enter Rana Florida..

What made you decide to get involved in your creative field?

I was taught by Jordanian immigrant parents to go to school, get good grades, go on to graduate school and land a high level paying job. And I did just that. I was living in Washington DC, working for a Fortune 500 company, making a great salary with terrific bonuses, but I was miserable. I felt trapped. I was stuck on the highway for hours a day commuting to work in terrible traffic, I had no control over my time or schedule, I had psycho bosses so one day when BMW called my husband's office asking to create an entire ad campaign around his work, did I take the leap to leave my cushy safety net of a steady job and pay-check to start our own consulting practice. It was a huge risk at the time, not only professionally but also personally but it truly has paid off. Now as CEO of the Creative Class Group, I give my team flexibility to manage their own schedules, create their own deadlines and work from wherever and whenever they please.

How long have you been doing it for?

Since 2007 but it's so fast paced and always changing that it feels like yesterday. We're always learning from our clients, we're always flexible and adaptable to do a better job. We are never bureaucratic and rigid in our practice, that's why we always feel like a young startup.

As a child, what did you dream of becoming when you grew up?

I had no idea and this freaked me out! My older sister was going off to medical school and my parents wanted us to be doctors or lawyers but I had no idea what I wanted to be so when finally forced to choose a major in college I chose business, as I thought that was a big enough umbrella to cover me and to satiate my parents.



What has been your least enjoyable job and why?

I've had so many dead-end jobs chained to a desk with old school bosses. I've had crazy bosses who watched how much time I took for lunch, what time I reported to work and what time I left. So many leaders don't understand empowering their teams to do their work and gauge the quality of their work and deliverables rather than the old fashion notion of being chained to a desk. Leaders are supposed to motivate, mentor and inspire their teams rather than hold them back and watch them like prison wardens.

What does creativity mean to you?

Creativity means opening your mind to think differently. It means taking in divergent viewpoints and embracing diversity and releasing the rigid status quo. I'm always so inspired to see creativity at work.

Have you set any career goals? If so, what are they?



When I was younger, my career goals were salary based, I wanted to make 100k by the age of 25. Then as I got older and a bit wiser, my goals started to change. I want to take on all sorts of different projects, from films to books to initiatives to volunteering. I look for projects and goals that inspire me to learn and grow as a person.

What is the best piece of advice you ever received?

As a little girl from my father, Zak Kozouz who always taught us, "You can do whatever you want, as long as you set your mind to it."

What advice would you give to someone looking to get involved in your creative field, how they start, what to look for, how to keep motivated?

Be curious! Researchers say the most predictive indicator of success is when a toddler asks, Why? This shows that they are engaged and open to learning. Surround yourself with intelligent people and learn from them. It's the simplest and easiest way forward.

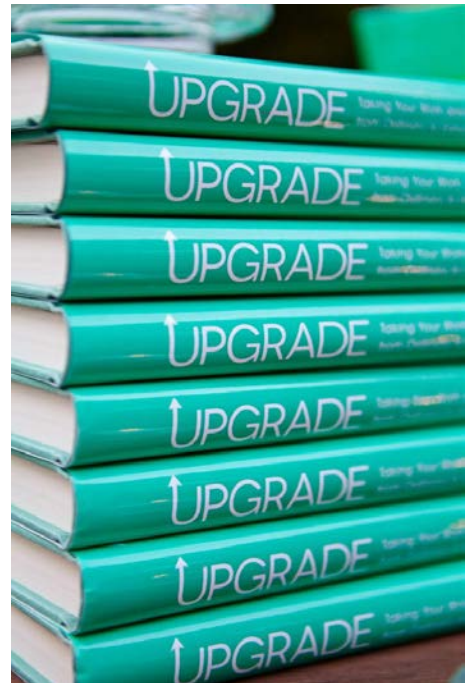
If you had a chance to redo anything what would it be and what would you do differently?

I wish I had taken more risks early on. I grew up in a bucolic neighbourhood in the Midwest, where the entrepreneurial spirit had dampened post the industrial era. So risk taking was viewed upon as crazy and not stable. But in today's creative and knowledge age, most successful people realise that no reward comes without risk. We were taught that failure was a terrible thing. But at the heart of innovation is trial and error, and no new inventions or discoveries would be here today without several failures.

If you could meet anybody, famous or infamous, dead or alive, who would it be and why?

There are so many inspirational creative minds who influenced me as a person. I would love to sit down and have a glass of wine with, Vincent Van Gogh, Francis Bacon, Elvis Presley, August Rodin, Johann Sebastian Bach, Anais Nin, Henry Miller, Kurt Cobain, Wes Anderson, Christopher Wool, Sergey Brin, Elon Musk and on and on.

Thank you Rana for speaking with us here on the Collative Spotlight. Your story, ideas and thoughts are truly inspiring and we hope our readers can take away at least one thing from your interview. Here at Collative Pro we have already had a chance to check out Rana's book 'Upgrade' and we wrote a book review on it a short time ago. If you haven't had the chance to check out the book then pick up your copy [here](#).



We look forward to Rana's upcoming work and we will be sure to stay in touch with her to keep on top of happening. If you would like to keep up to date with her check out the links below to follow her.

[Rana Florida](#), CEO [Creative Class Group](#)

Writer, [Huffington Post](#) & Fast Company

Best-selling Author, [Upgrade](#), Taking Your Work and Life from Ordinary to Extraordinary

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