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[Rana Florida](#)

CEO, The Creative Class Group & Author, Upgrade

## **Creative Entertaining: Grilling the Perfect Steak (VIDEO)**

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## Creative Entertaining

As CEO of the Creative Class Group, my schedule is jam packed with travel, meetings, conference calls and slogging through hundreds of emails. At the end of the workday, I enjoy working with my hands, experimenting with the latest culinary trends and dabbling in design and décor. My creative outlet is entertaining at home. Inviting people in instead of just meeting them "out" is more fun, more personal, and more relaxed—but many of us freak out about the guest list, the menu, the décor, the zillion details. Well, chill. My Creative Entertaining series has you covered. We're not going for fancy. This isn't about hiring the coolest caterer or upscale florist or getting the place settings just so for a formal dinner. Instead, here are creative ideas you can put to work right now—*your way in your home*—to create a special environment for friends and family. From a burger bash to a clambake to a make-your-own pizza party, Creative Entertaining shows you how.



Steak on the outdoor grill: It's the iconic summer meal, and doing it to perfection is an art that every man must master. This video shows him how. Old myths are shattered as he learns how to ensure a seared outside—with perfect grill marks—and a tender and juicy inside. From choosing the right cut to letting the meat rest, Creative Entertaining makes it easy to get this classic dish just right. Now all that's left to do is pour the wine...



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