

Creative Chops:

Training your team to think like an agency

Scott Trobaugh

VP / Executive Creative Director, Godfrey

@capnskot

the Question

**What stands
between you and
your best creative
work?**

If only...

- A higher profile
- Faster approvals
- Bigger budgets
- Celebrity partnership
- A better title
- A higher salary

- Better equipment
- Better vendors
- Bigger team
- Faster turns
- A seat at the table
- A louder voice





























LIVE BOLDER

~~If only...~~

**You already have
the experience you
need to do the best
work of your career.**

theWARofART

Break Through the Blocks
and Win Your
Inner Creative Battles



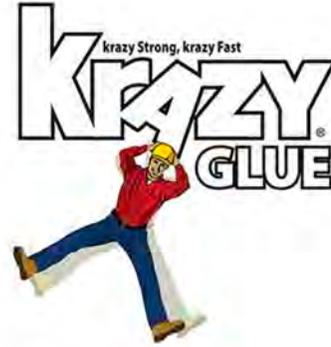
STEVEN PRESSFIELD

"A vital gem...a kick in the ass." —*Esquire*





REVLON®



rexroth
A Bosch Company



AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



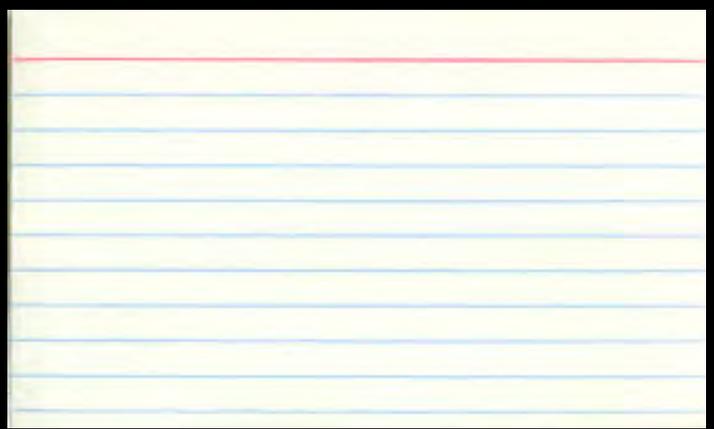
avantor™



JLG®

LOCTITE

SOLENIS™



the Answer

**Bend time and
space to your will.**

Easy!

**Bend time and
space to your will.**

**Creativity
is the currency
with which we
do business.**

~~How it works~~

How it behaves

Closed thinking

Open thinking



GENIUS





Lesson	o/o			
11/5		Misses		1 Miss
19.5		X hours late for detention	D. 26.5 ✓	1 P
23/May		Chewing in class.	26.5 ✓	1 H.D.
23 "		Miss		1 P
				1 P
26.		Miss behaviour again	D. 27.5 ✓	1 P
27/5		Very bad behaviour	D. 28 ✓	1 P 2 RLB
27/5		Swearing, using profanity	D. 28 ✓	1 RLB
27/5		Not here.	D. 28 ✓	1 P
6/6		Talk	D. 14/6 ✓	2 P
8/6		Talk	D. 15/6 ✓	1 P
10/6		Repeated misconduct	D. 15/6 ✓	2 RLB
15.6		Silly noises in an examination.	D. 16.6 ✓	1 RLB
15.6		Bad return, repeated	D. 17.6 ✓	2 RLB
16/6		Sabotage.	D. 21.6 ✓	2 RLB
16.6		Miss behaviour.	D. 22 ✓	1 P
20/6		Just no interest whatsoever	D. 23 ✓	2 P
		Miss in front	Reviewed. J.S.	2 Miss
22/6		Idleness.	D. 24/6	1 P
1.C.F.				1.
25/6		Very bad conduct	D. 24.6	1 P 2 RLB

Lesson				
25/11		Comments	D. 29/11	1 P
29/11		Talk	D. 29/11	1 P
29/11		Talk after warning	D. 2.12.11 ✓	2 RLB
2/12		Misses.	D. 7/12/11 ✓	1 Miss
6/12		Fighting in the class	D. 7/12/11 ✓	2 RLB
6.12		Shouting and defiance	D. 14/12/11 ✓	2 RLB
				1.
9.1		Misconduct	D. 17.1.16	1 RLB
14/1		Noisy during lesson		1 RLB
16/1		Chewing.	D. 18/1/16	1 H.D.
16/1		Sellings.		1 H.D.
25.1		Talk	D. 24/1/16 ✓	1 P
25.1		No respect	D. 24/1/16 ✓	1 P
9.2		Impudent answer to question	D. 9.2.16	2 RLB
2		Late for lesson		1 RLB
10/2		Misses.	D. 13/2/16 ✓	1 Miss
13.2		Misconduct	D. 11/2/16 ✓	2 RLB
13.2		Talk after warning	D. 17/2/16 ✓	2 RLB
13.2		No respect		1 P
		Late 31/1/16		1 P

PLEASE TURN ON

Lesson	o/o			
11/5	19.5	Misses X hours late for detention	D. 26.5 ✓	1 Miss 1 P
23/5	23	Chewing in class. Misses	26.5 ✓	1 H.D. 1 P
26.5		Miss behaviour again	D. 27.5 ✓	1 P
27.5		Very bad behaviour	D. 28 ✓	1 P 2 RLB
27.5		Swearing, using profanity	D. 29 ✓	1 RLB
27.5		Not here.		1 P
6/6		Talk	D. 1/6 ✓	2 P
8/6		Talk		1 P
10/6		Repeated misconduct	D. 15/6 ✓	2 RLB
15.6		Silly noises in an examination.	D. 16.6 ✓	1 RLB
15.6		Bad return, repeated	D. 17.6 ✓	2 RLB
17/6		Self talk	D. 21.6 ✓	2 RLB
16.6		Miss behaviour.	D. 22 ✓	10/10
20/6		Just no interest whatsoever		2 P
		Miss impot. Revised. J.S.		2 P
22/6		Idleness.	D. 23/6	1 P
1.C.F.				1.
25/6		Very bad conduct	D. 24.6	1 P 2 RLB

Lesson				
25/11	Comments			8/8.
29/11	Talk	D. 29/11	1	1 H.D.
29/11	Talk after warty	D. 2.12.11 ✓	1	2 RLB
2/12	Misses.	D. 7/12 ✓	1	2 RLB
6/12	Fighting in the class			2 RLB
6/12	Shouting and swearing			2 RLB
40				1.
9.1	Misconduct	D. 17.1.16		RLB
14/1	Noise during lesson			1 RLB
16/1	Chewing.	D. 18/1/16		1 H.D.
16/1	Sellies.			1 H.D.
25.1	Talk	D. 24/1/16 ✓		RLB
25.1	No impot.	D. 24/1/16 ✓		RLB
9.2	Impudent answer to question	D. 9.2.16		RLB
2	Late for lesson			1 RLB
14/2	Misses.	D. 13/2/16 ✓		1 RLB
13.8	Misconduct	D. 11/2/16 ✓		RLB
11.2	Talk after camp	D. 27/2/16 ✓		2 RLB
13.2	No impot.			RLB
	Late 31/1/16			RLB

PLEASE TURN ON





NEW YORK TIMES BESTSELLER

'A personal, intuitive, powerful way to look at making an impact with your work' *Seth Godin, author of Purple Cow*



**THE TINY CLUES
THAT UNCOVER
HUGE TRENDS**

MARTIN LINDSTROM

a Process

1. Define the problem

TODAY'S EXERCISE:

Fix the Worst B2B Brand of All Time



Twentieth Century Fox



Twentieth Century Fox



Twentieth Century Fox

2. Load up on information





The opinion that matters most



**Rebecca, CIO,
Community Credit Union**

What she has to say



“Security is, hands down, the top factor we consider. Honestly, I don’t know anyone in this industry who doesn’t lose sleep worrying about cybercrime.”

What she has to say



“Other contractors offer a more flexible platform or maybe a lower cost, but I’d never take that over the confidence I have in Initech. We’re in good hands, and that makes a huge difference.”

Other Forms of Insight

Category	Key question	Elements
Market	Who are the competitive players? What are they doing in the various media?	Review by media, competitor review, analyst review, spending, creative, PR, visual landscape, technology landscape, ratings, web audit, search, social media
Messaging	What are the players saying? How are they positioning themselves?	Messaging review, competitive grid, preliminary messaging
Audience	Who is the audience? What are the key concerns of the buying influences?	Secondary research; internal, external, channel interviews; buying process, channels, personas

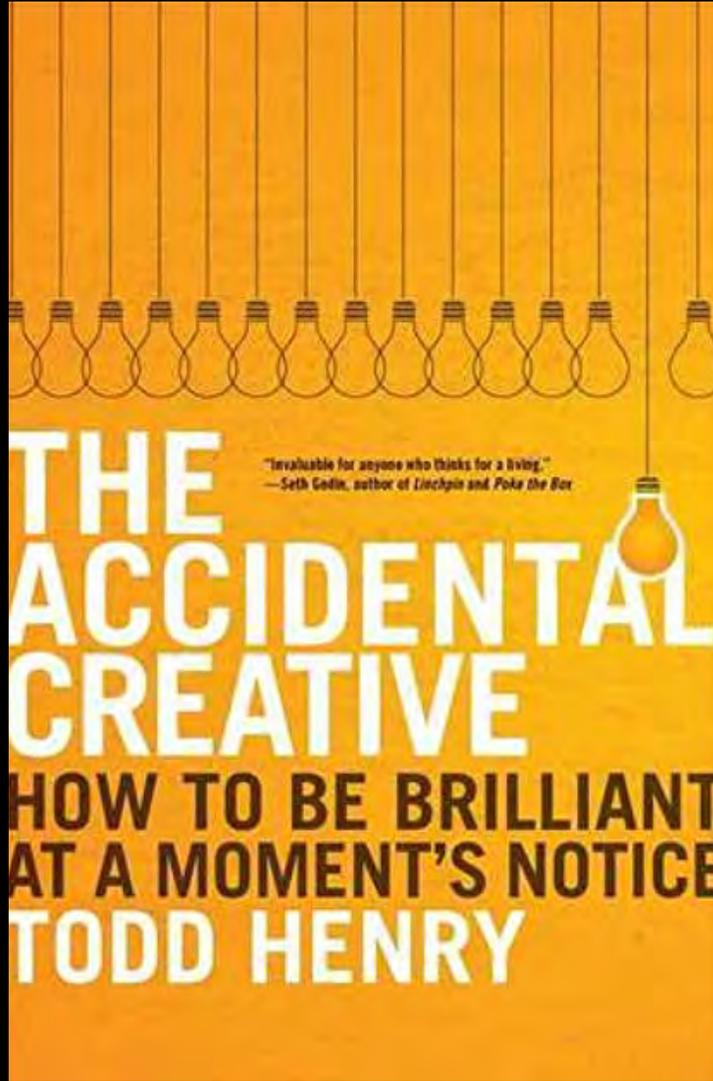
A clear position

Who they are

+

Who they want to be

Initech pioneers the most secure banking software in the industry.



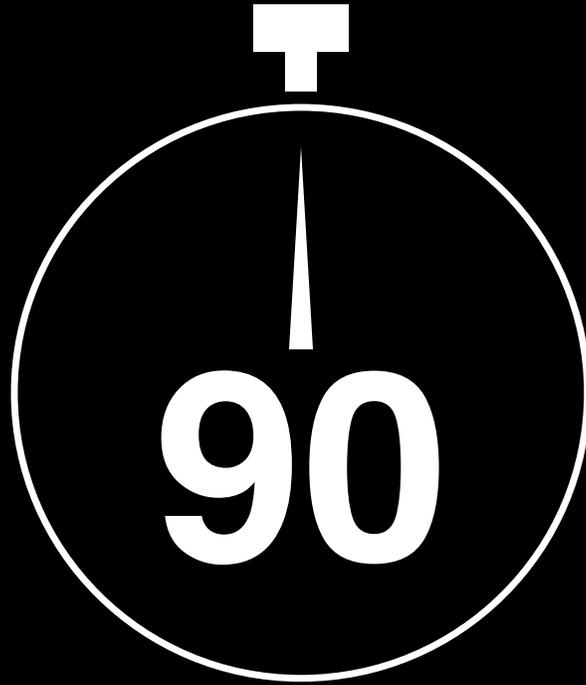
"Invaluable for anyone who thinks for a living."
—Seth Godin, author of *Linchpin* and *Foke the Bar*

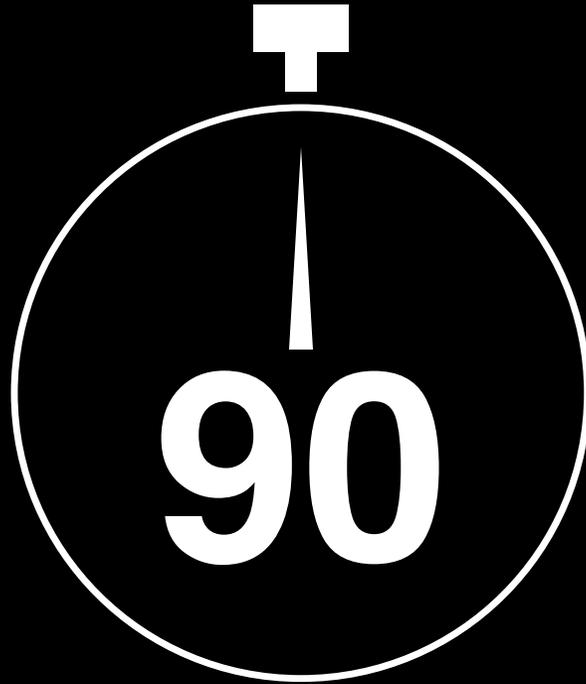
THE ACCIDENTAL CREATIVE

HOW TO BE BRILLIANT
AT A MOMENT'S NOTICE

TODD HENRY

3. Give time and space





Just add nonsense

ART

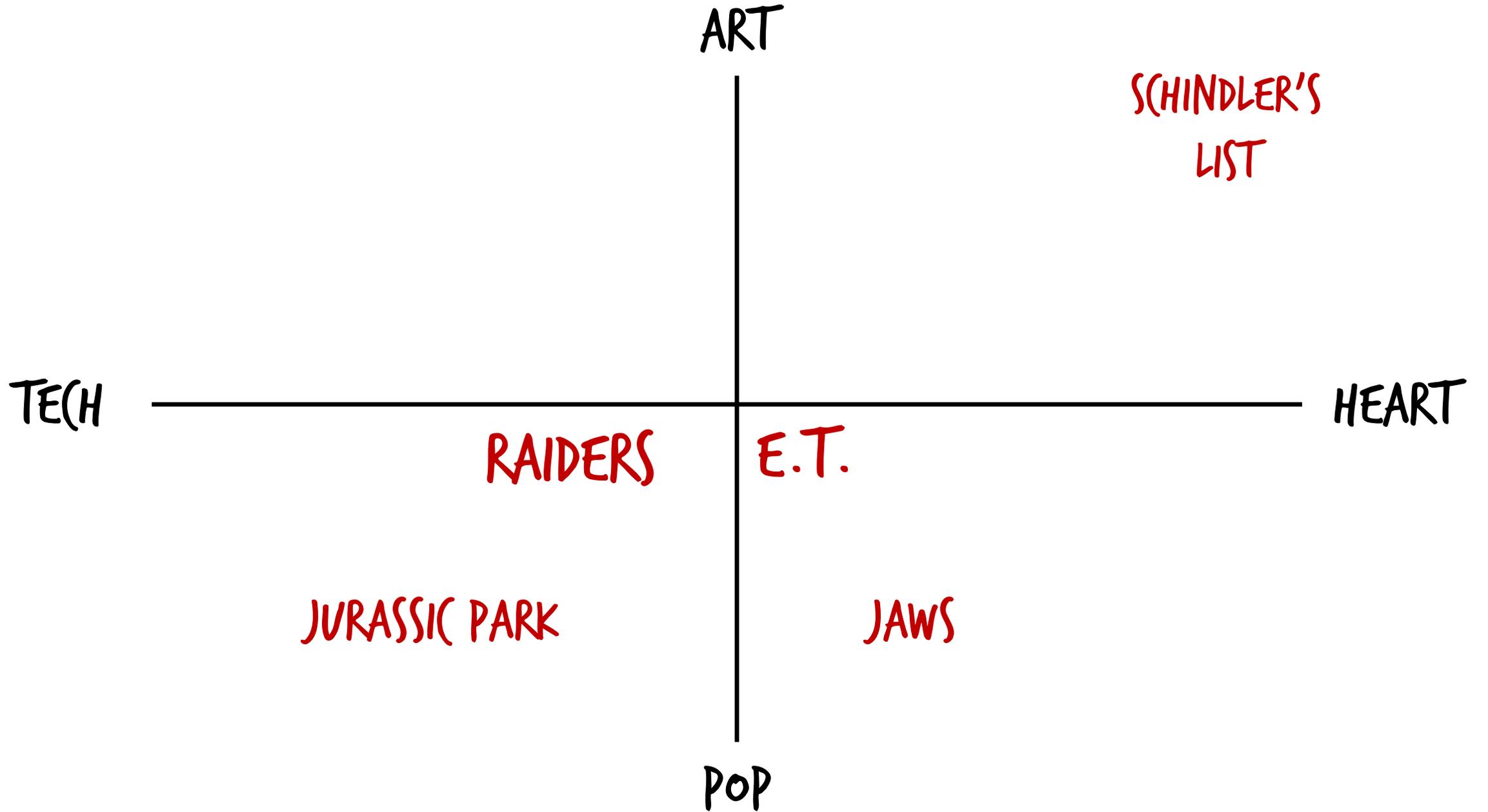


POP

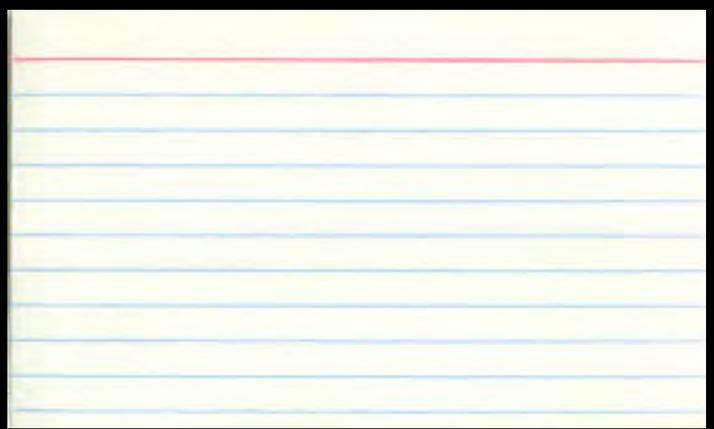
TECH

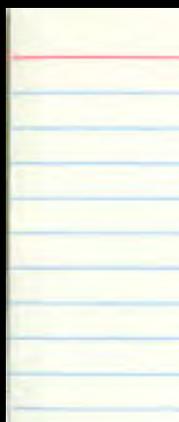
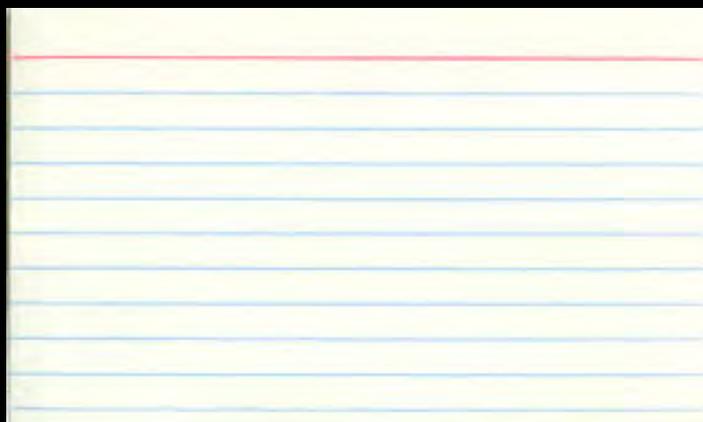
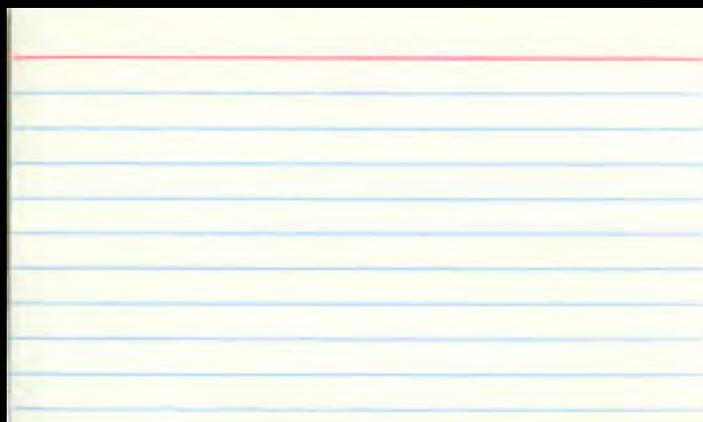
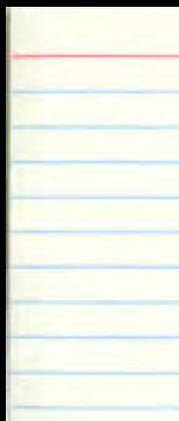
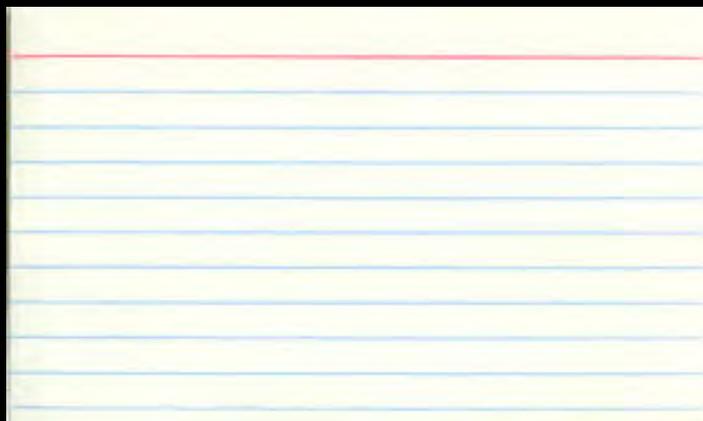
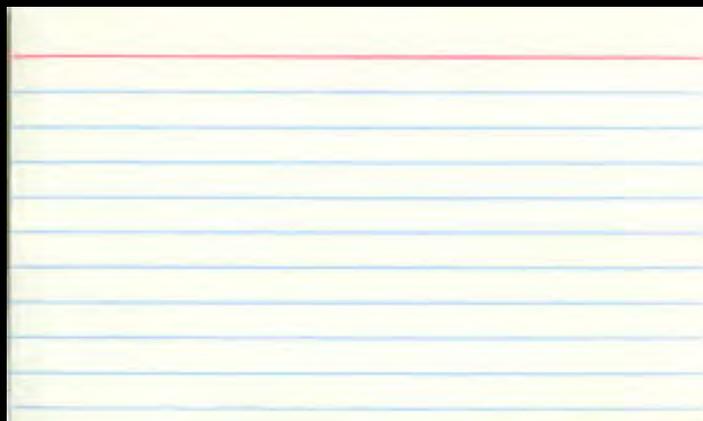
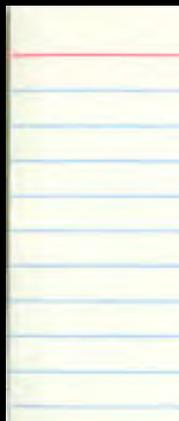
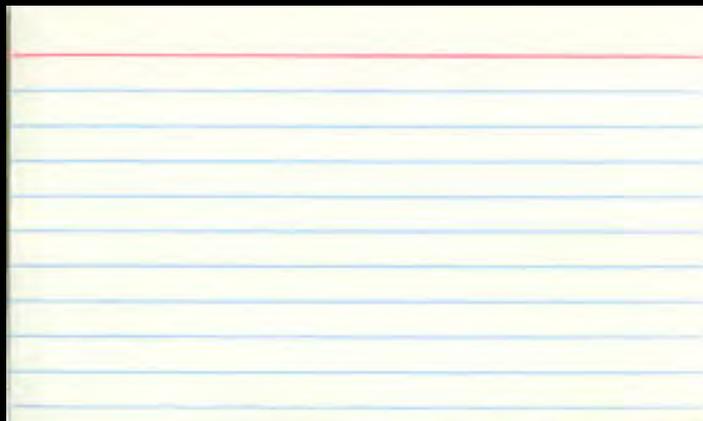
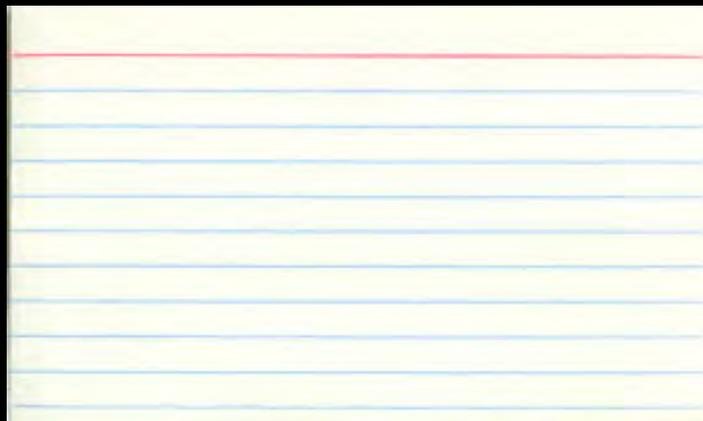


HEART









CRACK TEAM

THE PEOPLE

STEEL &
STONE

SLEEK + STURDY



INTREPID

THE FIRST
RESPONDER



(?)

SECURITY

SECURITY



A **McGraw-Hill** ADVERTISING CLASSIC

A
Technique
for
Producing
Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

4. Sift and evaluate

INTREPID,

SLEEK + STURDY



SAFE



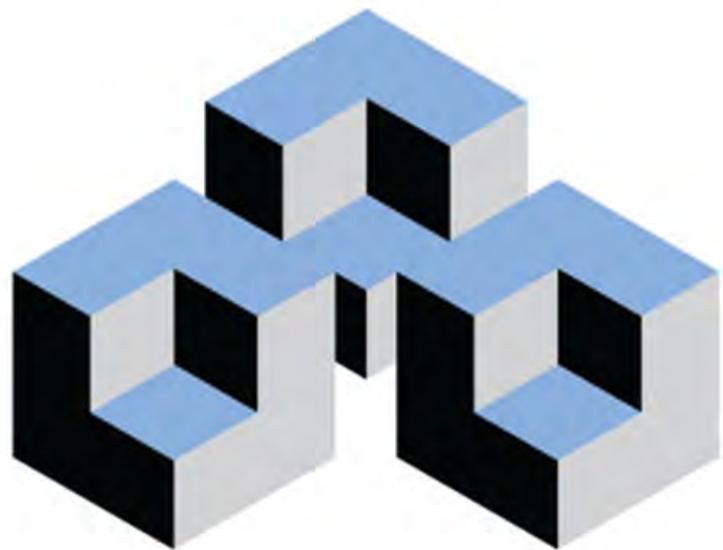




5. Rework and define



Combine a sturdy-yet-sleek aesthetic
with an intrepid voice to build a brand
of secure innovation.



INITECH





ABCDEFGHI
JKLMNOPQR
STUVWXYZ
1234567890

abcdefghi
jklmnopqr
stuvwxyz

Selling it











Foreword by Danielle LaPorte

Feck Per- fuction ion

Dangerous Ideas on the Business of Life
James Victore



- 1. Define the problem**
- 2. Load up on information**
- 3. Give time and space**
- 4. Sift and evaluate**
- 5. Rework and define**

**You already have
the experience you
need to do the best
work of your career.**