Creative Juices Learning Sessions

DETAIL:

"Creative Juices" is the name of a learning series devoted to creativity and inspiration. Each quarterly session focuses on a different topic and is presented with slides and then an interactive handout/exercise. The sessions were open to designers, writers and delivery consultants. The results produced more collaborative interaction and gave permission for everyone on the entire team to participate in the creative process.



Top Three Barriers to Creativity

- Judgmentalism
- Safety

Tips for Breaking the Barriers

• Get comfortable being uncomfortable.

- Write up ideas and

organize around key

themes or objectives.

– Send back to the team

session, if needed.

- Ask guestions.
- There are no wrong answers.

THREE STEPS TO SUCCESSFUL BRAINSTORMING

- Invite a variety of people.
- Use a Creative Brief. – Send out information in advance of the session.
- Think about some key
- 1 Step One: Prepare 2 Step Two: Facilitate 3 Step Three: Refine
 - Write some highlights from the Creative Brief on a white board.
 - Get people in the - Address any barriers
 - Capture all ideas.
 - Stop when you need to.

Measurement Chart

For evaluating and presenting your ideas:

Example: Retirement Choice Tag Line (rate 1–3)

	They have a choice	They have the right tools and resources	Make an active choice online	Motivational
Tag line A	1	1	3	2
Tag line B				

Writer Responsibilities

Layout through final production:

Ensure edits are on target and

Consult with client along the way

☐ Meet with producer when necessary

Review each round

will fit in layout

Tag line D



Before you start writing: Before writing begins: Read the creative brief Set up a meeting with the writer and designer to discuss concept, Get a copy of the layout for the piece specifications, and visual/layout ideas you are about to write Make sure the writer has a copy of Get a copy of the style sheet the lavout ☐ Brainstorm visual and layout ideas with **During copy development:** the producer for the content pages Read the drafts to ensure they are While you're writing: meeting layout and specification ☐ Make sure you're writing to the layout (i.e., theme, length, style, etc.) Get familiar with the content and begin Copy the producer on internal and to think about visuals, charts, etc. client reviews

Layout through final production:

Read final copy and think about how the copy should flow through the piece

Producer Responsibilities

- Do thumbnails of each page to discuss with the designer
- Provide visual direction on charts use other samples, make sure the charts make sense
- Go back to writer with your ideas if headlines need to be tweaked or copy needs to be rearranged to fit
- Consult with client and/or writer along the way to keep piece on target



RESTRICTION	BUST IT LOOSE	SELF-ASSESSMENT	
Experience (limited range)	Brainstorm with a diverse group of people who can offer different perspectives	Recognize your barriers to creativity and take steps to overcome them.	
	 Bounce ideas around throughout the entire creative process 	Which restrictions apply to you? Why?	
	Do mini focus groups		
	Collaborate (vs. compete)		
Assumptions	STOP making assumptions and use the creative brief to confirm all objectives		
	Offer your clients new and different ideas Examine your client's brand	Which restrictions do you want to remove from your creative process?	
Judgments	Keep an open mind		
	 Don't be reactionary—make sure you have all the information 		
	• Rationalize back to the creative brief		
	Be objective, not subjective		
Thinking Patterns	Step out of your comfort zone Push yourself to go beyond the routine Do a flip/brainstorm the opposite	List some specific action steps so you can start busting loose. 1	
The Right Answer	There is always more than one right answer Take time—walk away and come back	2	

• Take a risk

• It's okay to fail

• Ground yourself in the creative brief

Fear

COMMUNICATION

Poor communication is the result of many factors. The following list represents some of the most common barriers

- Sender has poor knowledge of the subject or is inadequately prepared.
- Sender does not believe in the message or support the policy behind it.
- Receiver has poor knowledge of subject or is inadequately prepared.
- Receiver is not interested in the subject. Sender or receiver is temporarily preoccupied. • People unintentionally fail to say what
- - Sender and receiver have different vocabularies. Cultural differences exist between
- Professional differences exist between
- Communicators have different assumptions. Status differences (leader-member) exist hetween communicators
- One of the communicators has negative
- r hostile reactions to the other. • One or both parties are unintentionally
- Outside interference or distractions have occurred.
- Pressure of time does not allow effective communications to occur.

Definition	Communication style in which you put the rights of others before your own, minimizing your own self worth	Communication style in which you stand up for your rights while maintaining respect for the rights of others	Communication style in which you stand up for your rights but you violate the rights of others
Implications to Others	My feelings are not important. I don't matter. I think I'm inferior.	We are both important. We both matter. I think we are equal.	Your feelings are not important. You don't matter. I think I'm superior.
Verbal Styles	apologetic, overly soft or tentative voice	"I" statements, firm voice	"you" statements, loud voice
Non-Verbal Styles	looking down or away, stooped posture, excessive head nodding	looking direct, relaxed posture, smooth and relaxed movements	staring, narrow eyes, tense, clenched fists, rigid posture, pointing fingers
Potential Consequences	lowered self esteem, anger at self, false feelings of inferiority, disrespect from others, pitied by others	higher self esteem, self respect, respect from others, respect of others	guilt, anger from others, lowered self esteem, disrespect from others, feared by others