

BANISHING THE CREATIVE BLACK MARKET

A FULL-DAY WORKSHOP ABOUT THE POWER AND PROCESS OF GREAT CREATIVE BRIEFS.

Hosted by Farrah Bostic of *The Difference Engine* and Laila Forster of *Tuxedo Monsters Inc.*

YOU'RE NOT ALONE!

In a lot of organizations, an active 'black market' of creative development exists to get around the creative briefing process.

This is usually because of one - or all - of the following:

- There's confusion about what a creative brief is and how it should be used - so quality of completed briefs is inconsistent.
- Creative briefs take forever to fill out, causing a bottleneck in the overall creative process.
- Creative brief templates are clumsy (too long! too short! what's this section for?) - or there are so many versions nobody knows which one to use.
- Lack of transparency in the approvals process means lots of 11th hour feedback or critical input goes missing.

"Pssst! Hey, dude, can you make me a logo?"



WHY DOES IT MATTER?

Sure, the work is getting done... most of the time. So, why do you need a clear briefing process? The short answer: Without one, the work and your people suffer.

The slightly longer answer:

- Leadership lacks visibility into what work is being done and can't provide needed oversight and guidance.
- Managers struggle with resource allocation - who's overextended, who's underutilized, who will we need later, etc.
- Impossible to prioritize projects and adapt to inevitable changes.
- People routinely feel overburdened, misunderstood, or taken for granted - or all three!
- The review process is either feast (everyone weighs in) or famine (work goes out without proper review).

Also: It takes the fun out of the work we do.

HOW THE WORKSHOP CAN HELP.

Our approach fosters smarts and creativity by stripping away anything that steals energy from great thinking and the creative process.

Our workshop exercises, tools, and techniques help to strengthen the relationships between your teams and across disciplines. We have developed a flexible framework to tailor a right-sized process to your culture and creative output needs.

At the end of the day, your teams will be more closely aligned on goals and will have co-created a set of custom tools and a new way of working. It's a start - a catalyst for changing how you communicate as a team and how you make great work.

THE HARD DELIVERABLES.

We develop **starter templates** for briefs, a **process & approval map**, and associated tools (e.g., checklists, agendas, reports, etc.).

We create a presentation you can use to **sell your new process and tools into the broader organization**. This includes the problem we identified, goals we agreed on, proposed solutions and how we expect workflow and output to improve.

Optionally, we can develop a **short video** you can share with the organization, aimed at selling the new process and inspiring and energizing the team.

FOUR STEPS TO SUCCESS



1. Get The Inside Scoop

Once we have approval and a date for the workshop, we conduct 30-minute interviews with representatives of each key discipline in your organization. We want to understand your goals and your pain points so we can customize the workshop for your team.



2. Homework Assignments

There is some - FUN - homework for the participants! Everyone brings artifacts and samples we can learn from and specific challenges we can use to pressure test the new process. Sample creative briefs from the team, favorite pieces of creative developed internally or externally, and current challenges all offer opportunities for the team to reflect and learn.



3. Let's Get Together

The workshop takes a full day and can accommodate as few as 4 people and as many as 30. The first half of the day is designed to coalesce the organization around shared values and goals and to inspire you to create better briefs. The second half of the day is focused on co-developing the tools and process that will help you achieve those goals.



4. Final Deliverables

Once the workshop is concluded, we regroup and provide you with all the elements you need to move forward.

2 WEEKS. THAT'S ALL IT TAKES!

Our goal is for you to be off and running immediately. So while the entire process takes just 2 weeks, you'll have most of what you need to get started as soon as the workshop is concluded.

Day 0	Approval to Proceed Set Date for Workshop
Days 1-5	Agree to Objectives and Agenda for the Workshop Stakeholder Interviews Distribute Homework Assignments
Day 6	Workshop
Days 7-9	Develop Deliverables
Day 10	Deliver all Templates, Tools, Process Map, Presentations Hold Call with Project Lead to Review All (if needed)

SO, WHY US?

Because we've been there. We've worked for organizations and within teams that have faced these same struggles. We have spent our careers helping people make smarter decisions and create work that not only inspires but delivers results.

Also because we approach the creative briefing process from opposite - yet complementary! - sides. Farrah comes from the strategic and creative side of the business, and Laila is from the account and project management side. For over 10 years we've been collaborating and conspiring to help companies, agencies, and teams work better.



Farrah created *The Difference Engine* to help companies make better products and marketing by talking to real customers, face to face. Her expertise is in digital strategy; technology, web, and mobile trends; and product and service design thinking. You can learn more about Farrah [here](#).



Laila started *Tuxedo Monsters Inc.* to help creative organizations move forward. She combines big-picture thinking and detailed execution to break down complex projects, visualize a clear roadmap, cultivate deep relationships, and expertly guide her clients to success. You can learn more about Laila [here](#).

LET'S GET STARTED



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