



SUSIE GALBRAITH

Crafting Relationships



“Business relationships are just like personal ones. The harder you work at them, the better they are.”

Susie Galbraith

You could say that Susie Galbraith has advertising in her blood. Her father worked in the business.

So, when she started work, she followed in his footsteps, and got a job as a writer at Kingsley, Manton and Palmer.

But she wasn't happy in that role. The Creative Director, Tony Bodinetz, suggested she try account handling instead.

Suddenly, she felt at home, going on to work at Saatchi & Saatchi, WCRS,

Abbott, Mead Vickers, DFGW and Banks, Hoggins, O'Shea.

She now regularly hosts training sessions through D&AD for many different companies.

Sarah Murfin, a Senior Graphic Designer at The Football Association who attended the session said, "Fantastic, valuable insight into how we can improve our ways of working and managing clients effectively".

What Susie's session does

Susie's session is dedicated to mastering the so-called soft skills.

That's to say those that enable you to navigate successfully the choppy waters of business relationships.

Susie delves into the psychology of the different types of personalities you are likely to encounter in your working life – and how best to deal with them. She teaches you to know when and with whom to stand your ground, and when and with whom not to. She does all of this in an interactive workshop that encourages the learning of soft skills in a practical way. Susie knows that the only way to build relationships is to work at them.

It can be a challenging day. So much so, that Susie doesn't describe the mid-way break as lunch, but as a "lie-down".

By the evening, though, you will have honed your negotiation techniques and working methods to such a degree that you will be much better able to influence and inspire.

In fact, you may even start to enjoy the cut and thrust of business negotiations, not dread them.

Who it's for

- Creative directors, both experienced and those who have just taken on the job
- Creative people like writers and art directors
- Members of internal creative departments
- Managers or directors who could benefit from better team relationships
- Account handlers
- Project managers
- Anyone who wishes to sharpen up their ability to forge good relationships with colleagues and clients

What has Susie done that she's most proud of?

The work she did for Disney Films. A giant rocket was placed in London's Euston Road, crowned by Buzz Lightyear to publicise Toy Story. And for 101 Dalmatians, cabs that were painted in Dalmatian spots plied for hire throughout Europe.