



THE COURSE

How To Get The Best out of Your Creative Team

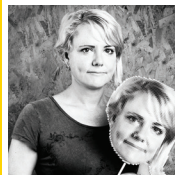
LAURA JORDAN-BAMBACH, NADYA POWELL

Managing creative people is a challenge at the best of times. In this highly practical session, you'll be shown how to build, motivate and manage your creative team. This workshop will be run by either Laura Jordan-Bambach, Creative Partner at Mr. President or Nadya Powell, Co-founder of The Great British Diversity Experiment; and Founder of Innovation Disorder.



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training



Laura Jordan-Bambach
—
Creative Partner
Mr. President

Nadya Powell
—
Founder
Innovation Disorder





HOW TO GET THE BEST OUT OF YOUR CREATIVE TEAM

This session is designed to coach anyone who is the leader of a creative department how to improve the quality of the work their teams produce. You'll learn how to put together teams whose talents are complementary and how to inspire better work out of these teams. From understanding how to connect with difficult individuals, to setting a creative vision and giving constructive feedback, you'll start to see how to make your team happier and more creative. In the process you will gain a better understanding of the qualities needed by a successful creative leader and realities of working with creative people.

As always with D&AD Creative Training sessions, these ends are achieved by a busy, interactive and wholly involving day at the end of which you should emerge as a more pro-client and more rounded creative leader.

LEARNING OUTCOMES

By the end of this workshop you will:

—
Better understand how to recruit creative people and able to define key team roles

—
Set out a clear vision for your team

—
Motivate and inspire your team even in challenging situations

—
Use appropriate tools to manage poor performance

—
Make time to develop the individuals within your team

—
Improve the way your team interacts with the wider organisation and with clients

SUITABLE FOR

Creative directors & group heads

—
Account managers, handlers and planners

—
Art directors, designers or writers who aspire to become a creative director

—
Those in positions of responsibility who are called upon to inspire those who work for them – for instance, managers of projects that require creativity to be employed

WHAT THEY SAY

‘Got me inspired to change and enhance some of the ways I work. Laura was really engaging and clearly knows what she’s talking about. Galvanising, refreshing and hugely enjoyable.’

IPG Mediabrands

YOUR FACILITATOR

Laura Jordan Bambach

Laura is often described as a “digital icon”, and it’s not hard to see why. In her distinguished career, she has achieved much, both to further the status of digital creativity and that of women in the industry. Currently, she is a Creative Partner at Mr. President, and was President at D&AD for the 2013/2014 season. In 2007 she co-founded SheSays, a community that champions the role of women in agencies as well as CANNT, the festival for those who can’t make it to the Riviera in June. Before Mr. President, Laura worked at Dare, DigitasLBi and Glue London.

Nadya Powell

Nadya has successfully built three world-class businesses: Dare, which won Agency of the Decade in 2010; Lost Boys, one of a generation of start-ups that redefined the industry and Sunshine, which is challenging the divide between entertainment and advertising. She views diversity as critical to business success and co-founded Millennial Mentoring and The Great British Diversity Experiment, both which seek to drive diversity in communications. In December 2016 Nadya co-founded ChristmasSOwhite, which drew global attention to the lack of diverse imagery in Christmas communications.

CONTACT

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