

The Creative Masterclasses

by Richard Holman

The creative masterclass program has been designed to rejuvenate, inspire and educate in house creative teams.

The sessions have been conducted for leading brands in Europe, the US and Asia. They're a blend of inspirational stories, skills based training and rewarding individual and group exercises. The common theme is creativity.

Each session lasts 3½ hours and everyone attending receives a PDF of all the content, which can then be put into practice beyond the workshops.

Illuminating, entertaining and inspiring.



'Thank you SO MUCH! I've had nothing but great feedback from the teams about all the sessions, they've really enjoyed them and more importantly found them incredibly informative and helpful for their day job so thank you!'

—

LAURA PYE, VP Marketing, Media, Creative, Paramount

01_How to Have Better Ideas

The longer we work in a creative field the more rigid our thinking can become. We accumulate assumptions about process, we're pushed towards the conventions of our medium and it can get harder to have original ideas.

In this inspirational, mind opening session Richard overturns some of the most common misconceptions about the creative process to reveal simple techniques for arriving at original, compelling & effective ideas.

We'll find out why a rundown building became home to nine Nobel prizewinners; we'll use a secret idea generating function of Wikipedia and we'll meet drug taking dolphins, an agoraphobic traveller and an iconoclastic nun.

Topics covered include ...

Analytic vs spontaneous thinking

Creativity v evaluation

The magic of 'flow'

Impostor syndrome

How to love your limitations

Aiming for the worst idea

How to steal without being a cannibal

Making the problem the solution

The magic of accidents

02_The Art of a Beautiful Pitch

A great idea is just a great idea. If you want to make it happen, then you have to be able to persuade others of its value. In this session you'll learn how.

We cover all the the essentials of how to pitch; whether that's an a concept to your creative director or a multimillion dollar brand launch to the board.

We look at how to **prepare** for a pitch, how to **structure** a pitch and how to **deliver** it.

This is a great session to defeat the demons of anyone who fears public speaking.

Topics covered include ...

The pitch as a creative act

Handling your client and the questions to ask

How to make the most of time and space

The four vertebrae — Challenge; Insight; Idea; Execution

Pitching without Powerpoint

The coffee shop queue test

Lessons in delivery from Obama & Winnie the Pooh

How to use register, volume, prosody & pace

Why you have 16 seconds to win

03_How to Build a Brilliant Brand

'Brand'

One of the most widely used but vaguely understood words in the marketing lexicon.

In this session we get to the heart of what it actually means by looking at some of the world's most innovative, inspiring & effective brands.

We follow a 12 step guide to brand success in the landscape of 21st century entertainment.

And we explore the controversial topic of brand purpose.

Topics covered include ...

How branding began

The essential ingredients of a strong brand

The Power of 'Why'

How to define your brand idea

Brand purpose, the pros & cons

The power of an uncomfortable truth

How to play to your strengths

How givers get lucky

Opportunities and threats in the 21st century brandscape

05_The Power of Words

In this session we'll learn 24 strategies for writing great copy, with an abundance of inspiring examples along the way.

By looking at instances of excellent writing not just from advertising but from fiction, poetry, letters and the wider world, we discover strategies everyone can use to make their copy more rewarding, impactful and effective.

And we work on some simple and fun exercises to help attendees make the most of the power of words.

Topics covered include ...

How to sneak up on your script

Write first, evaluate later

What's your truth?

Rhythm and how to find yours

The universal in the particular

Creating momentum

The overnight test

Leaving space for the reader

Making cliché work for you

06_What Makes A Great Idea Great

We all seek to make great creative work, but what does that really mean? How is a great project different to a good one?

And what are the ingredients you'll need to give your next project the best chance of being highly effective and award winning?

In this session we take a deep dive into the workings of brilliant creativity from across the globe. And we draw inspiration from the creative processes of Picasso, Orson Welles & Marina Abramović.

Plus - in the interests of balance - we also examine some jaw-droppingly terrible work and explore how it could be made better.

Topics covered include ...

The difference between Insight, Idea & Execution

Simplicity

Originality

Truth

Craft

Reward

The Watch Again Test

07_360, Social & Innovation

Advertising is intrusive and increasingly ineffective.

If you're a brand in the 21st century your survival depends on discovering new ways to engage and reward your audience.

In this session we look at how to break new ground and create rich, versatile ideas beyond advertising.

We deconstruct best in class examples; we dive deep into social; and we explore how to make the most of emerging technologies.

A group exercise in future thinking.

Topics covered include ...

The Organizing Principle

Why givers get lucky

How to align with audience behaviour

Turning a problem into an opportunity

How to choose the right channel

Making sense of social

How to TikTok

New platforms & innovations

Genius genre busting campaigns

09_How to Take and Give Creative Feedback

One of the most important tools in the creative's toolbox is the ability to listen. Being able to understand what a client means, even if it's different to what they're actually saying, requires a particularly well trained set of ears.

In this session we explore techniques you can use to get to the heart of the client's brief; how to handle even the most opaque feedback; and how to harness the the power of why.

We'll also learn how to give meaningful & succinct creative feedback yourself.

Invaluable insights into one of the most overlooked creative skills of all.

Topics covered include ...

What's being said V what's actually meant

Active V passive listening

Blocking V advisory feedback

The paraphrase technique

Your trusted critic

The one question you should always ask

How to be like water

Like, Concern, Suggest

10_How to Write a Great Creative Brief

Without a great brief the chances of achieving creative excellence are almost nil.

In this session we cover the fundamentals of creating simple, insightful and inspiring creative briefs.

We explore why the best briefs are a blend of incisive strategy brought to life with creative flair. We pick apart some great briefs - and some terrible ones. We define the difference between the brief and the briefing. And we get to grips with quick techniques for finding a compelling single minded proposition.

Most people who write briefs have never been taught how to do it. This session is the remedy.

Topics covered include ...

Simplicity, Inspiration & Truth

Who, What, Why (but not How)

Common mistakes of bad briefs

Unearthing arresting insights

Effective single minded propositions

Writing for briefs

The brief VS the briefing

The magic of accidents

11_How to be a Successful Mentor

A recent study found that people who have been mentored are 130% more likely to end up in senior leadership roles.

Becoming a mentor is one of the most valuable and rewarding things you can do as you progress through your career.

But it doesn't always come naturally, and sometimes inexperienced mentors can find themselves doing more harm than good.

In this practical session, based not just on my own experience of mentoring but that of luminaries such as Steven Spielberg, Whoopi Goldberg & Russell Brand, I share a 12 step guide on how to be the best mentor you can be, along with advice on CV's, breaking into the industry and how to really listen.

Topics covered include ...

12 Steps to Successful mentoring

The 10 / 80 / 10 rule

Understanding the kind of listener you are

The S H U S H technique

Better CV's & cover letters

How to break in TV, advertising or design

12_The Live Brief Sessions

In this three part workshop, spread over three weekly sessions, we take a live brief from your organisation and use it as the basis for a full breakdown of the creative process.

We kick off by exploring the essential ingredients of great work and by learning how to get to the heart of a creative brief. Then, in our second session, we take a deep dive into conceptual thinking and strategies for finding ideas fast. Finally, in week three, we discuss how to evaluate creative and how to pitch it.

These sessions are particularly helpful if your in house team doesn't yet have much experiencing of working on larger projects and you'd like to grow their creative confidence and knowledge. At the end of the live brief sessions you'll come away not only with a more capable team but with some great creative too.

Topics covered include ...

The ingredients of award winning and effective work

The power of insight

How to fill your buckets

Failsafe idea generation techniques

Brainstorms that actually work

Refining creative ideas

How to structure and present a winning pitch

Becoming a better presenter of creative

Richard Holman

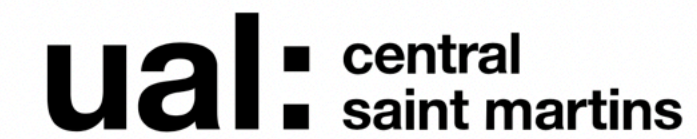


Having been the founder of a highly awarded creative & design agency and worked for 15 years as a Creative Director, Richard now spends much of his time writing and speaking about the creative process, inspiring people (and brands) to have better ideas.

His workshops are a unique blend of practical activities, inspirational lectures and illuminating curios curated from a lifetime of creativity. You can listen to some of his talks from international festivals and conferences [here](#).

Richard has run creative workshops for Eurosport, Sky, ITV, the BBC, Turner, Fox and Warner Media among others; and he is the author of '[Creative Demons and How to Slay Them](#)'.

Richard believes that after love, creativity is the most value attribute we human beings possess.



A selection of the brands whose in house teams have participated in the Creative Masterclasses.



'Wonderfully insightful, disarmingly honest, truly inspirational, and wholly unmissable! Richard's passion for all things creative is undeniable and it was a pleasure to learn from him.'

—

HELEN MORGAN GEARY, Senior Producer, National Geographic

'A HUGE thank you. It was such a great session ... both fun and insightful. We have had such great feedback already and all have gone away feeling very inspired and with new tools to help with our day jobs.'

—

ALEXANDRA FILLETTI, Creative Director, Paramount

'Like falling through a rabbit hole into a fantastic world of all things creative. Be prepared to be fascinated, captivated, educated, inspired and rejuvenated!'

—

ZEE BOZKURT, Creative Manager, Warner Bros Discovery

'Richard's sessions were of huge benefit to all our creative team. From the hungry young pups to the grizzled old dogs, everyone came out raring to go on their next project, ready to put into practice their learnings from modules full of insight, inspiration, wisdom and humour. A thoroughly engaging speaker – with an encyclopaedic knowledge of the creative world, I couldn't recommend Richard's training days highly enough.'

IAN CLARK, Lead Creative, Now TV

Thanks for looking through this document.
To find out more please drop Richard a line [here](#).