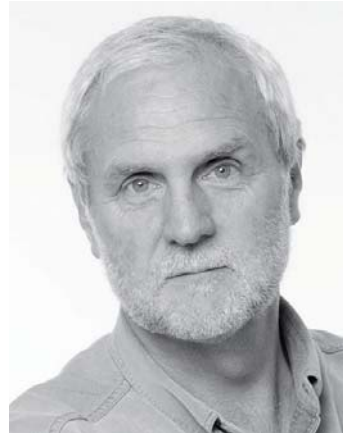


Managing the creative guns

Rod Petrie answers your questions.

How do I raise the quality of our creative output so we can compete with confidence in today's new creative age?



As all creative businesses master the management skills and techniques required to run a successful agency and everyone today is considered 'creative', it will leave most agencies with this creative silver bullet question. This is a daunting task at the best of times and even more of a challenge when you consider that the true creative thinker is still a law unto themselves.

Finding those lone creative guns to take your agency to the next level will be no quick fix whether you are an established international agency, an owner/creative director who is now having to deal with more of the key issues in their growing business, or the founding partner who has decided to move on.

No amount of training will teach you how to access the part of your brain that houses your intelligence/ imagination and take it to a higher plain. The big question if you are business owner or manager is: are your organizational structures and procedures helping fuel or kill off great ideas? Because if they are, get ready to reload and change your thinking along with the rules of engagement.

Sadly, we are not all creative – not at this level. Brainstorming and teamwork won't guarantee you groundbreaking ideas. Great ideas are usually the vision of an individual working out of sight of the ideas killers.

Lone creative guns are different from other people and need to be managed in a different way.

They need managers and a management system that cares about the creative results. The trouble for most people is that these lone guns can be hard work as they can be late and unpredictable, to name just two areas of conflict.

The killer question you have to consider if you want to take your creative business to new heights is: do you put creative ideas first over everything, service and the factorization of the creative process?

I would suggest a good starting point is to have a brilliant creative visionary on board who has more than a financial stake in the business and, like a world-class football manager, knows how to spot and, more importantly, manage seriously talented people.