

# CREATIVE EXCELLENCE TRAINING

by Toby Harrison – Senior PR Creative, Strategic & New Business Consultant

A comprehensive six-module training course that via a wealth of proven and practical techniques, tips, mindsets and behaviours, shaped by 15 years as a PR creative director and consultant, will boost and maintain individual creative confidence and ability at all levels, ultimately enhancing agency creative culture, supercharging brainstorming, improving ideas, strengthening creative storytelling and increasing the volume of client-approved concepts.

## Module 1 | Refresh Your Creative Relationship

Module one encourages everyone to consider their relationship with creativity, inspiring people to form positive creative habits via mindsets and behaviours that will set an active and successful foundation for innovation.

## Module 2 | Increase Your Creative Independence

Module two focuses on individual creative independence by introducing a unique method and a series of highly effective creative techniques that are guaranteed to inspire ideas for challenges of any scale or sector.

## Module 3 | Lift Your Brainstorm Leadership

Module three tackles the leadership of live and virtual brainstorming, revealing essential leadership behaviours, core brainstorming constants, vital must-prepare elements and a method that ensures consistently brilliant brainstorming.

## Module 4 | Crush Your Brainstorm Contribution

Module four explores the practical elements that are expected of attendees in a creative session, while introducing a series of brainstorm mindsets and behaviours that will empower everyone to be at their best.

## Module 5 | Deepen Your Idea Development

Module five provides a big boost to the client appeal of ideas by revealing a simple and story-driven development method that anyone can follow to ensure concepts are filtered, questioned, strengthened and honed to perfection.

## Module 6 | Perfect Your Idea Presentation

Module six will ensure everyone takes the presentation of ideas to the next level via striking slides, strong scripts and stirring delivery style, guaranteeing the audience is not just informed, but entertained and persuaded.

*Creative Excellence Training is without a doubt one of the best training programmes we've ever run. The framework at the heart of the training is something that we have adopted wholeheartedly and lies directly behind some of the multi-award-winning campaigns we have created.*

**Ben Smith**  
Associate Director  
**WILDFIRE**  
London, England

*I couldn't have been more pleased with the course and the feedback from the team. Everyone found the experience very enriching and now, several weeks after the workshops, we are already looking for stimulus and brainstorming, as was learned in the course, to help come up with more innovative ideas.*

**Patricia Zylberman**  
Managing Director  
**SHERLOCK COMMUNICATIONS**  
São Paulo, Brazil

*The in-depth modules include plenty of insight, hacks and techniques that are relevant to comms and are incredibly empowering. We've seen huge gains in ideation from the team since working with Toby and crucially, ideas that have won us pitches.*

**Paul Joseph**  
Managing Partner  
**FULL FAT**  
London, England

*The course will be transformative in the way we approach creative thinking, brainstorming and proposal writing. It is clear Toby works in the industry and understands the frustrations when it comes to the creative process. It was the most valuable training I have attended in more than 20 years in the PR industry.*

**Elinor Tyler**  
Head of Consumer PR  
**STORM**  
London, England

Please contact Toby for more information on delivery of the course, training package overview and cost  
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