

CREATIVE EXCELLENCE TRAINING

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

COURSE OVERVIEW

Creative Excellence Training is 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

Course modules:



1 | REFRESH YOUR CREATIVE RELATIONSHIP

Module one encourages everyone to consider their own unique relationship with creativity, inspiring them to form positive creative habits via a host of mindsets and behaviours that will set an active and successful foundation for innovation and imagination.



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 an executional method that will ensure anyone can pilot consistently brilliant brainstorming.



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.

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 anyone can use to reveal a variety of stimulus that is guaranteed to inspire ideas for challenges of any scale or sector.



4 | CRUSH YOUR BRAINSTORM CONTRIBUTION

Module four explores the practical elements that are expected of attendees in both live and virtual creative sessions, while introducing a series of before, during and after the brainstorm mindsets and behaviours that will empower everyone to be at their best.



6 | PERFECT YOUR IDEA PRESENTATION

The sixth and final module will ensure everyone takes the live and virtual 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.



Please contact Toby Harrison for more information or to discuss a booking
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