



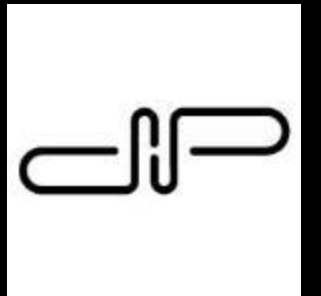
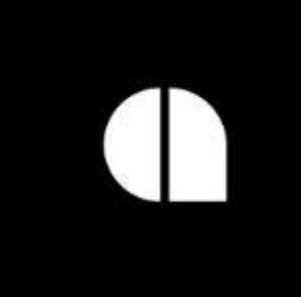
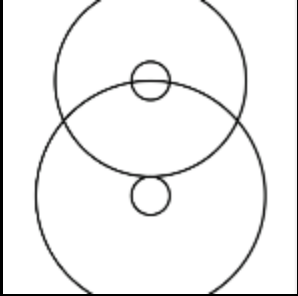
**CREATE  
GROWTH**

1

# Welcome

---

**CREATE**  
**GROWTH**



# An eclectic mix united by a creative focus




		
Animation	Digital	Marketing / Social
Architecture	Events	Music Production
Artists	Fashion & Jewellery	Performance Art
Culture / Community	Film / Videography	Photography
Copywriting	Galleries / Museums	PR
Design	Gaming	Publishing
	Interiors	Web3





Image credit:  
NRKBETA





"...and what happened next?"

**So...**

ONE / TWO

---

**If you could offer the best of what  
you've learned in a one-liner that rest  
of the world would see...**



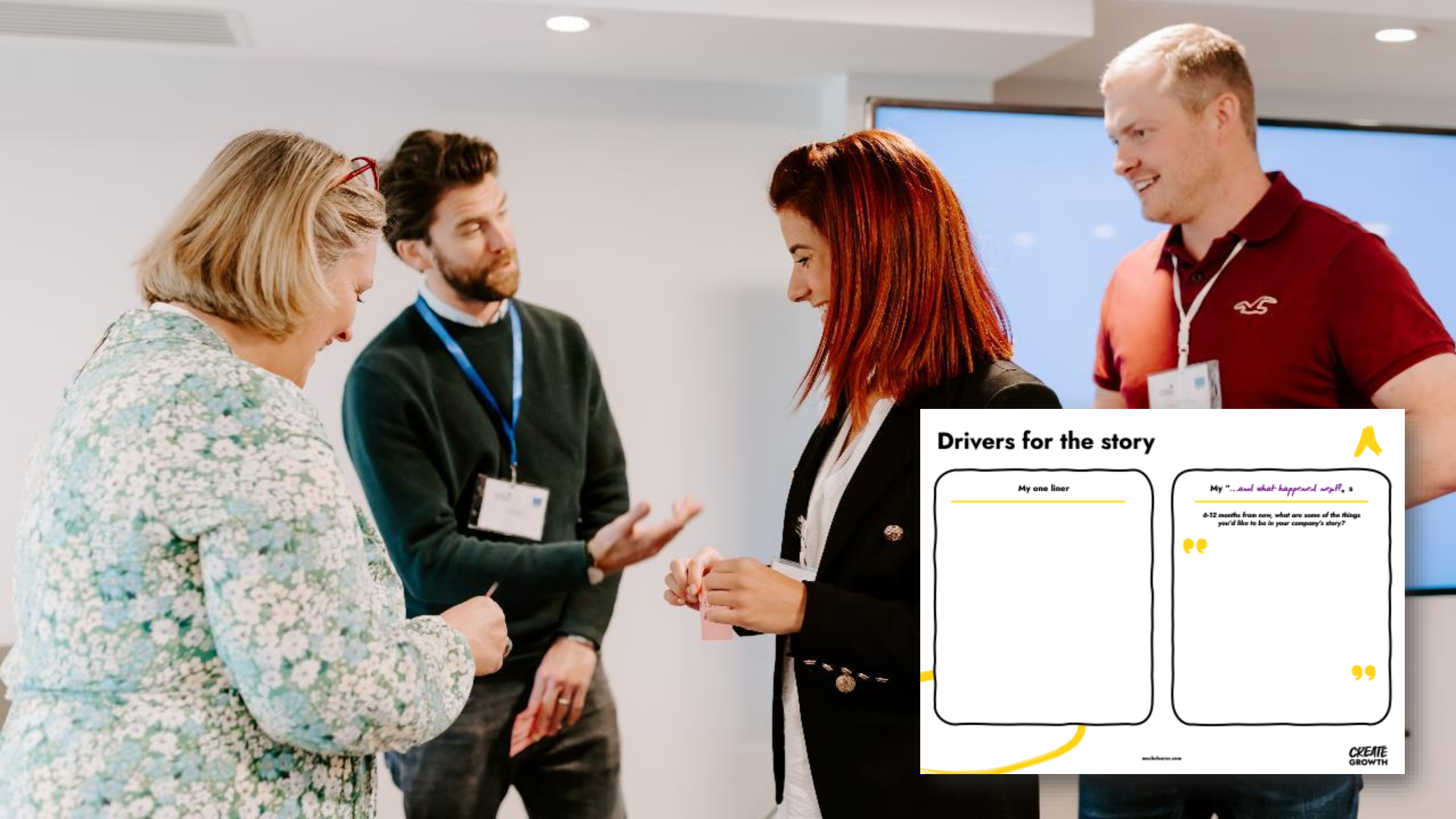
ONE / TWO

---

**Imagine the period 6-12m from now  
is your next chapter...**

**What would you love some of your  
"...and what happened next?"'s to be?**





## Drivers for the story



My one liner

My "...and what happened next," is

6-12 months from now, what are some of the things  
you'd like to be in your company's story?

“

”

rockhopper.com

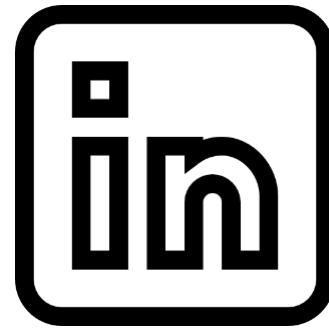
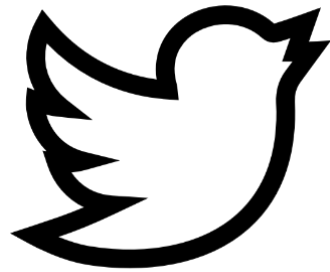
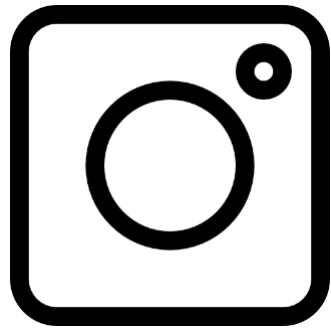
CREATE  
GROWTH



**So let's get into it**



# **#creategrowthmanc**



# Your Team

Coaches with decades of experience representing perspectives and professions including digital, media, sport, design, tech and more

Rob

Sethna



Rebecca

Stockdale



David

Crawford



Sara

Jacklin



Sean

Sankey





MUCHCLEARER

DO LESS... BETTER



business  
growth hub®

AJ&Smart



McCANN



Capgemini







**Toilets / Fire Alarms**

A close-up, macro shot of a camera lens. The lens features several concentric rings, with the outermost ring being a dark, metallic blue. The inner rings are lighter, showing a mix of blue and purple hues. The central part of the lens is highly reflective, showing a distorted, wavy reflection of light in shades of blue and purple. The overall image has a soft, slightly blurred background, emphasizing the intricate details of the lens.

**Photos / Video**



A man with dark, curly hair, a full beard, and glasses is smiling at the camera. He is wearing a red and black plaid shirt. He is sitting at a table in a meeting room, with other people blurred in the background. A white cup is visible in the foreground. The text "No devices" is overlaid on the right side of the image.

**No  
devices**

**Ask Q's as  
we go**







**Share & Learn**

**Be reassured... you will get a  
resource pack with ALL the  
slides / handouts**





# Our Aims

---



# **Our goals for the 'course'**

**Giving everyone the 'luxury'  
of time to reflect & connect**



**Offer some frames, methods and  
big ideas for thinking afresh**



**Build some confidence and hope  
around what's next for you**



# Our Journey Together



**Two-days Core  
Training**



*Choose your own  
adventure!*

**Access to Meetups, Clinics &  
Coaching sessions 'til 2025**











**Online  
Resources**



# 2023 / 24 Timetable

*Choose your own  
adventure!*

	23	24
Two-days Core Training	{ }	{ }
Masterclasses, Meetups & Clinics		
Online Resources	 	   

# Our Journey Together



15 / 3

**Day ONE**

29 / 3

**Day TWO**



1 / 3

**CLINICS**



# Our Journey Together

15 / 3



## Day ONE

Welcome / Intros		9.30
1	Creating Value	
Break		
2	Standing Out	
Lunch		12.45ish
3	Winning Talent	
4	Real World Leadership	
Break		
5	Overcoming Barriers & Tensions	
What's Next / Close		4.30ish

# Our Journey Together

29 / 3

Day TWO

Welcome / Intros

9.30

1 Attracting Cash

Break

2 The Experiments to Grow

Lunch

3 Sprinting in the Market

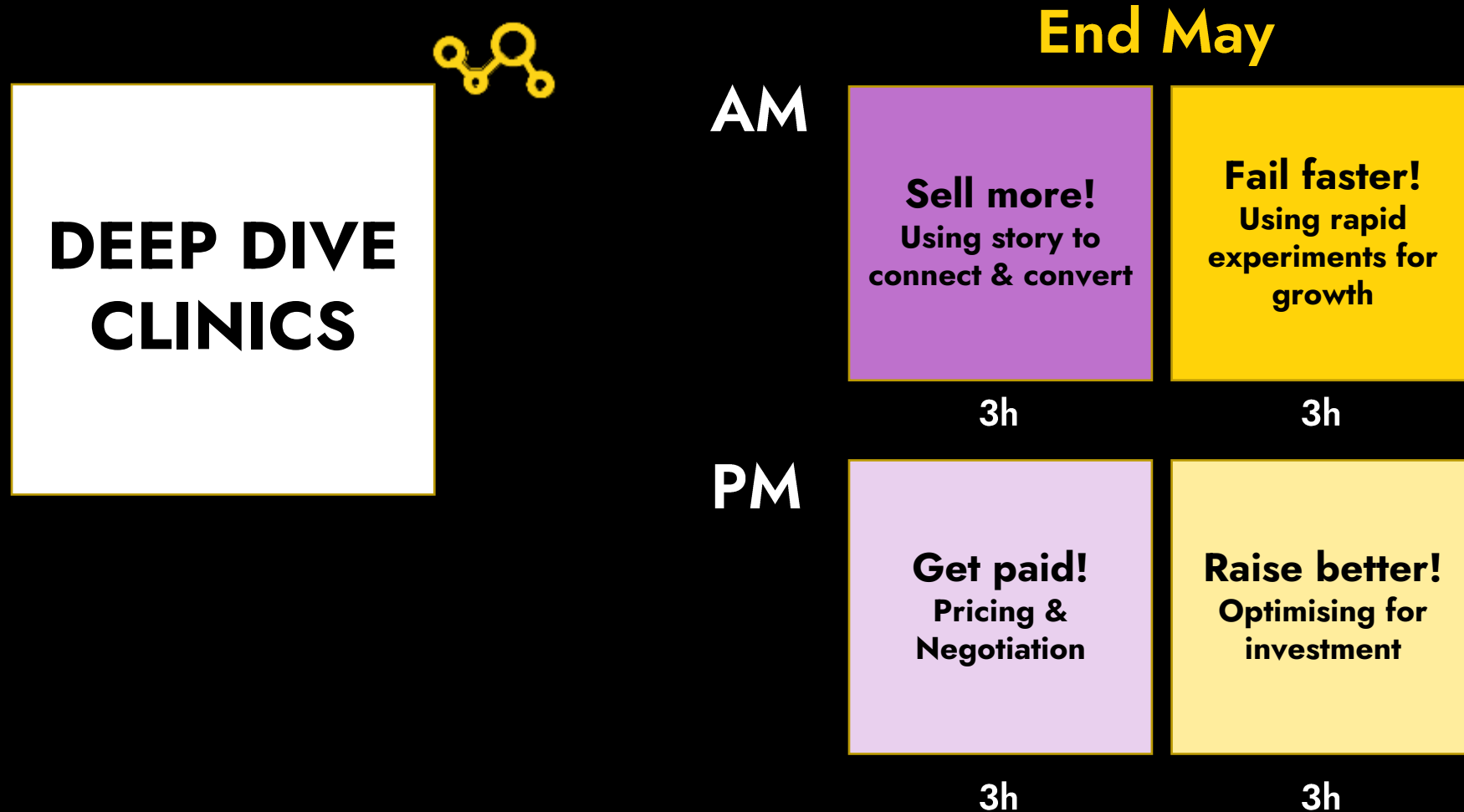
Break

4 Our Story and the Plan

What's Next / Close

4.30

# Our Journey Together





**All ok to  
get going**

---







1

# Creating **VALUE**

---

**CREATE**  
**GROWTH**

If we want to





If we want to

- ...Win new biz**
- ...Secure funding**
- ...Raise investment**
- ...Attract Talent**
- ...Feel Rewarded**

**Then we need to lift  
our sights beyond  
“we do X”**



If we want to

- ...Win new biz**
- ...Secure funding**
- ...Raise investment**
- ...Attract Talent**
- ...Feel Rewarded**

**It's about  
strengthening our  
narrative around the  
value of what we do**



A close-up photograph of two pizzas in cardboard boxes. The pizza on the left is topped with tomato sauce, melted cheese, sliced mushrooms, sliced ham, and a black olive. The pizza on the right is topped with tomato sauce, melted cheese, ground meat, and dark leafy greens. The text "What's awesome about pizza?" is overlaid in the center in a bold, white, sans-serif font.

**What's awesome  
about pizza?**



The image shows two pizzas in cardboard boxes, one on the left and one on the right. The pizza on the left is topped with tomato sauce, melted cheese, sliced mushrooms, sliced ham, and a whole black olive. The pizza on the right is topped with tomato sauce, melted cheese, ground meat, and dark leafy greens. The text "How can we define Value?" is overlaid in the center in a white, bold, sans-serif font.

**How can we  
define Value?**



## How can we define Value?

"The ROI we  
generate"

"The community  
we create"

"The ESG / QoL  
imprint we make"

"The way it makes  
you feel"

# How can we define Value?

CENTRE FOR  
CULTURAL VALUE

Sign up

About

Our work

Events

Resources

Funding

News & views



Evaluation principles

Beneficial

Robust

People-centred

Connected

## Evaluation principles

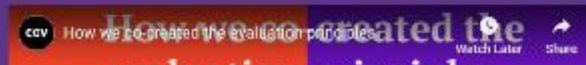
We want to build a shared understanding of the differences that arts, culture, heritage and screen make to people's lives and to society.

These collaboratively produced evaluation principles are a sharing of ideas to inform how evaluation is carried out and used in the cultural sector.

[View the principles](#)

Photo by Clarence Alford

Introduction



$$4 \times 3 \times 3 = 36$$



What you  
**perceive** you get

What you pay

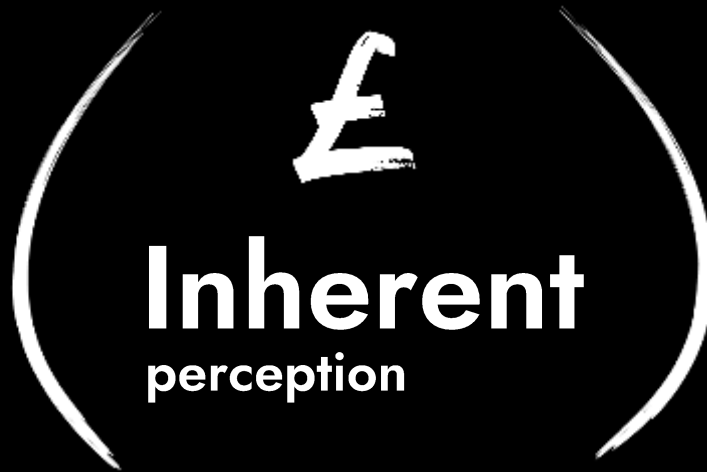
= **Value**





= **Value**





**Features &  
Benefits?**



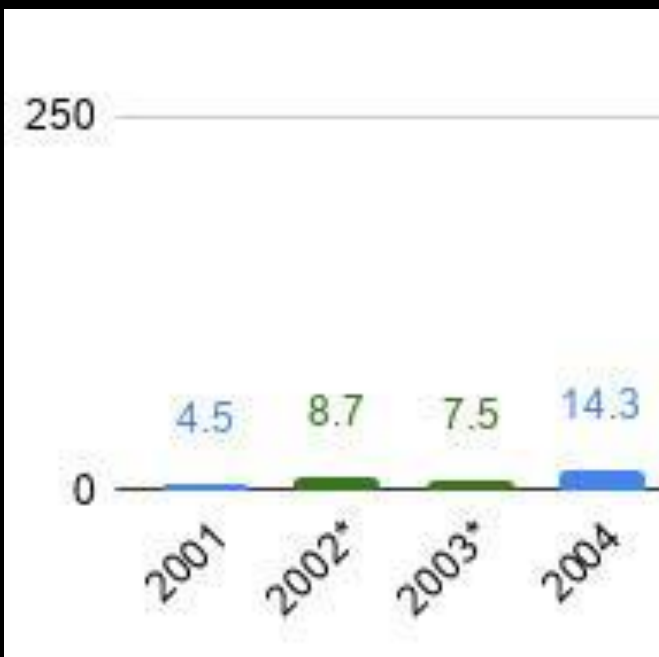
**Price v  
Alternatives?**



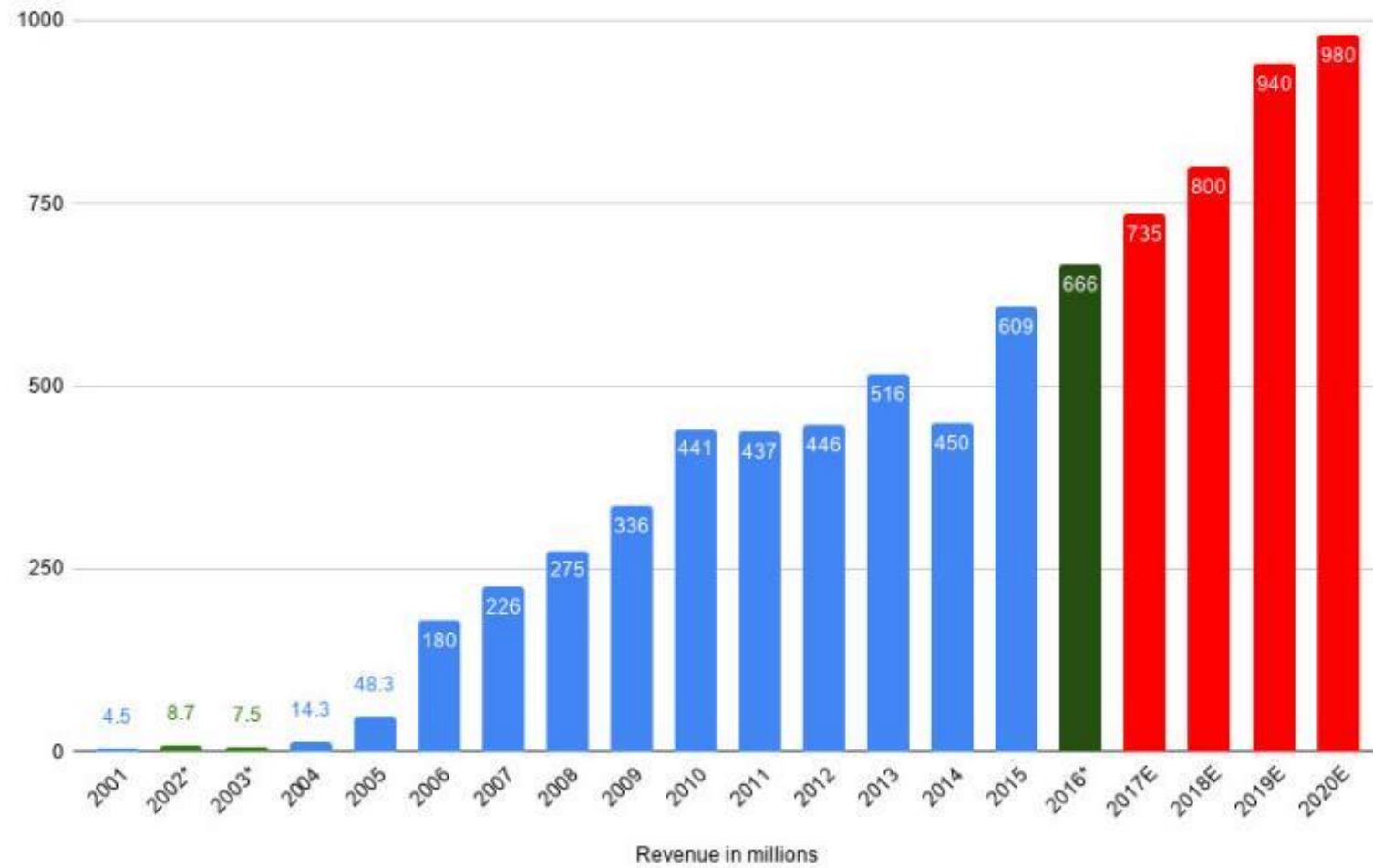








## Zuffa Total Revenue in Millions







**"My job is to compete with the date you could go on, the movie you could see, the sleep you could have and make sure you know it's worth you spending \$55 and 2 hours of your time"**





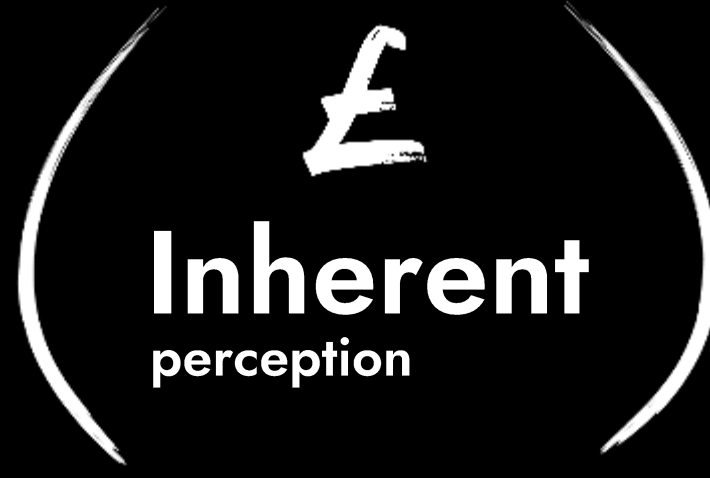
- For 2022, total revenue reached US\$5.27 billion, an increase of 3.75 per cent YoY, and adjusted EBITDA was US\$1.16 billion. Net income was US\$321.7 million for the year



= **Value**



+



=

**Value**





**CHANGE**

How big is the hit?



**REACH**

How many touched?



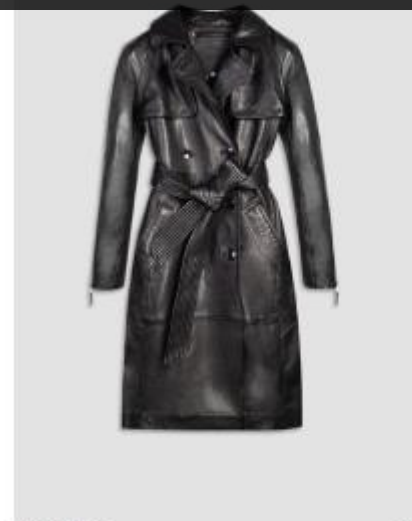
# CHANGE

How big is the hit?



# REACH

How many touched?



BODA TRENCH 2.0



K740 METALLICA '92 POSTER TEE



KM1 KAY MICHAELS LEATHER LEGGINGS - BLACK

B3083



Connecting parents and children

## Poem: How can you help me build my brain?

[click here to view with subtitles](#)



Let's Chat!



**Claire Allin from the Children's Foundation charity with one of the baby boxes** (Image: Newcastle Chronicle)

The baby box is built to give newborn babies in vulnerable families, the 'best' start in life.

The new free baby box Make a Million (MaM) campaign will launch in mid-June and go to the most vulnerable families in [Gateshead](#) and Newcastle. The box will also include developmentally stimulating toys, games, and books around the key themes: love and laugh, play, read, sing and talk and count.



Change **X** Reach



+



=

**Value**

Features /  
Benefits?



Price v  
Alternatives?

**So...**

So...

---

**A funder / investor puts 500k on the table if you can tell her a really compelling value creation story... what could you say?**

---



# Inspire me with value

The Investor / Funder

**Impact**  
perception



**Change**

*How big is the hit?*

**Reach**

*How many touched?*

**Inherent**  
perception



**Features &  
Benefits?**

*Offering*

**Price v  
Alternatives?**

*Commercials*

## The Big Takeaways

---

**Value is built on perception**

**Inherent** = Benefits / Price

**Impact** = Change x Reach











A

little

**SPARK**



**Who is this  
singing?**

---




# The **SCRIPT**

---

**CREATE**  
**GROWTH**



**Our lives are packed  
with scripts**

- 
- 1 Your wedding day**
  - 2 How your family spends Sundays!**
  - 3 Eating at a restaurant**
  - 4 Your team meetings**



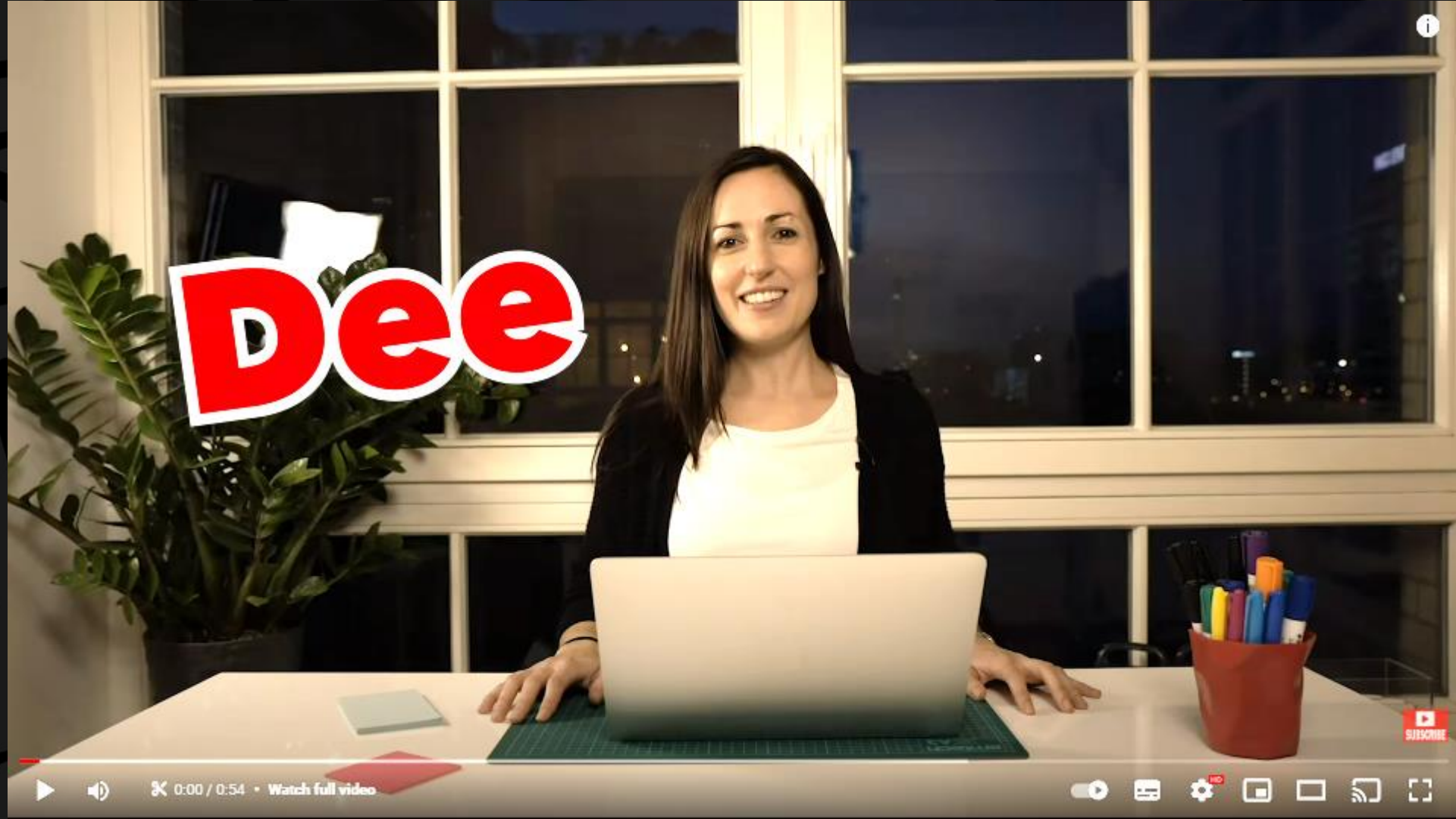


\* Defying other people's expectations of how an experience will unfold



# Write the **SCRIPT**

---





# Break the **SCRIPT**

---







# Break the **SCRIPT**

---





2

# STANDING OUT

---

**CREATE**  
**GROWTH**



**If we want to**



If we want to

**...Compete for eyeballs**

**...Remain relevant**

**...Stay memorable**

**Then we need to  
constantly sharpen how  
we're standing out**









MONTH DAY YEAR AM PM HOUR MIN  
OCT 26 1985 09:00  
DESTINATION TIME

MONTH DAY YEAR AM PM HOUR MIN  
OCT 21 2015 07:28  
PRESENT TIME

MONTH DAY YEAR AM PM HOUR MIN  
NOV 12 1955 06:38  
LAST TIME DEPARTED



TIME CIRCUITS



ALARM CLOCK

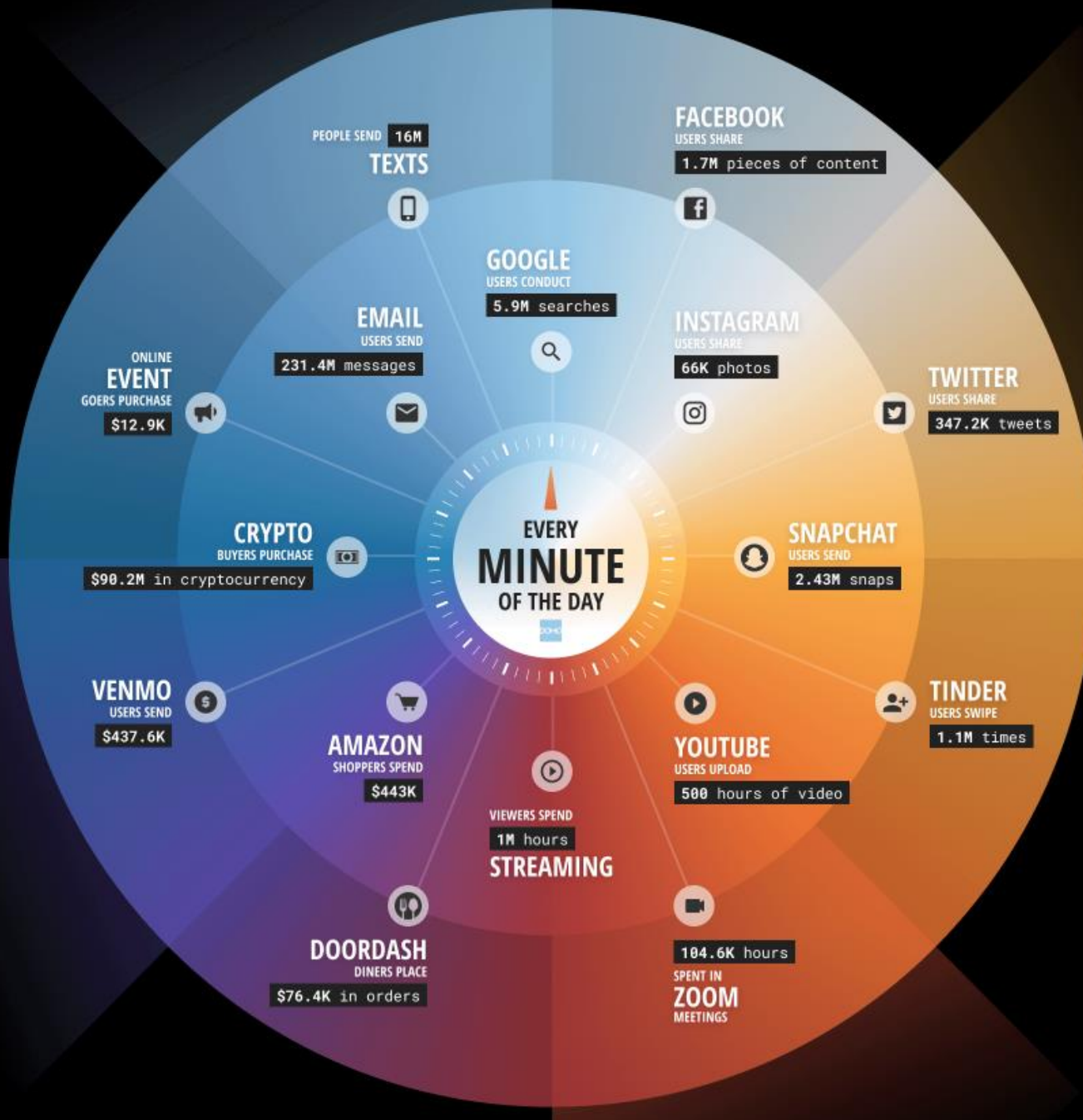




**In 21 years  
there was a  
5x increase  
in data**

Bohn & Short, University of Southern California, 2012





# 4.48 billion social media users in 2022

**We process 74GB  
of data a day,  
+5% YOY**







**OVER  
475 HOURS**



**ALL  
73 EPISODES**



**503 FULL  
PLAYS**



**11,863  
LISTENS**





**So...**

So...

---

**Tell me about a campaign  
that caught your eye**

---

**Now REALLY think  
about it....**



**What matters.**



# How can we make things that stand out?


---

**SURPRISE / EMOTION / HUMOUR / CONTROVERSY**



**SURPRISE**



A man in a white dress shirt is shown in profile, gesturing with his hands as if speaking or explaining something. He is in a room with a large window covered by vertical blinds. The lighting is warm and indoor. The text "Uber Eats" is overlaid in the bottom left corner.

Uber Eats



**EMOTION**



**HUMOUR**



**Aldi Stores UK** 🇬🇧 @AldiUK · Mar 6  
Can't wait to get sued for having a pet aisle

...



**M&S** 🇬🇧 @marksandspencer · Mar 5

Introducing Curly the Puppy – man's best friend in chocolate form! 🐶  
Our adorable little pooch is made from milk and white marbled chocolate, and comes in 100% plastic-free packaging – he's the paw-fect Easter treat for a dog parent. 🍫



**NATIONAL EMERGENCY** 🇬🇧 @GreggsOfficial cancels hot cross buns, but we're here to put them back on your Easter menu. You're welcome 🍩



**Aldi Stores UK** 🇬🇧 @AldiUK · Feb 6  
Us getting asked to scan slower at the checkout

...



**arianators wildin** @arianatorswildt · Feb 6

lizzo and adele's reaction to beyonce losing album of the year is so real 🤔 #GRAMMYS

[Show this thread](#)





**CONTROVERSY**





getbakeduk

...



getbakeduk One of our followers just sent me this.

This is what true supporters do.

Fuck all the other books, they don't matter anymore.

It's all about me now.

Also, fucking 8 quid in Costco — what a fucking bargain.

Go and buy it please I'm heading for Sunday Times best seller and it's touch and go right now.

All the Fred & Rose.

GB

2 h



hopscotch27 All the Fred and Rose 🤔🤔 would love to use this to sign off work emails

1 h 1 like Reply

— View replies (1)



kirriepp Any idea when the pre-ordered Australian orders will ship? Booktopia has nothing on their website.

43 m Reply

— View replies (1)



vstev Brownie has been taste tested so far 🍌

1 h Reply





getbakeduk and expensive sprinkles  
GET BAKED



**getbakeduk** Here's the finished shot.

It's like if Jesus had stayed Jewish instead of creating his own thing, and also got mega into sprinkles at the same time.

But I'm not Jesus.

And instead of being adorned with crowns and jewels (did that happen to Jesus?) I'm being adorned with the World's greatest fun-pellets.

It's just wonderful really.

GB

3 w



**\_misspoppins\_** Can you get me some cream cheese from Sainsburys



3 w 6 likes Reply



**xxsnaekssxx** Hear me out. I know I got banned from ever attending anyone's wedding after my last idea involving someone's 92yo Nana doing body shots off a 23yo abs...but what if you did the naked man with the sprinkles as a calendar!?



3 w Reply



**suzerobbo** A veil of sprinkles. If I wasn't already married I would totally have a veil made of sprinkles. 🥰



3 w Reply





**So...**

So...

---

**What's something novel /  
attention grabbing you might try  
(on social)?**

**SURPRISE / EMOTION / HUMOUR / CONTROVERSY**

---

# Standing Out



What's something novel / attention grabbing we might try (on social)?

SURPRISE / EMOTION / HUMOUR / CONTROVERSY



Customer Touchpoints

How might we delight / add PEAK moments?

When shall we start?





**How else can  
we stand out?**

---

**MEANING**



# MEANING via ELEVATION

**SENSES**



**OFF-SCRIPT**

**THE  
UNEXPECTED**



*Choose your  
own adventure!*





**So...**



So...

---

**Think of 3 customer touchpoints  
& how you can elevate them**

---

# Standing Out



What's something novel / attention grabbing we might try (on social)?

SURPRISE / EMOTION / HUMOUR / CONTROVERSY



Customer Touchpoints

How might we delight / add PEAK moments?

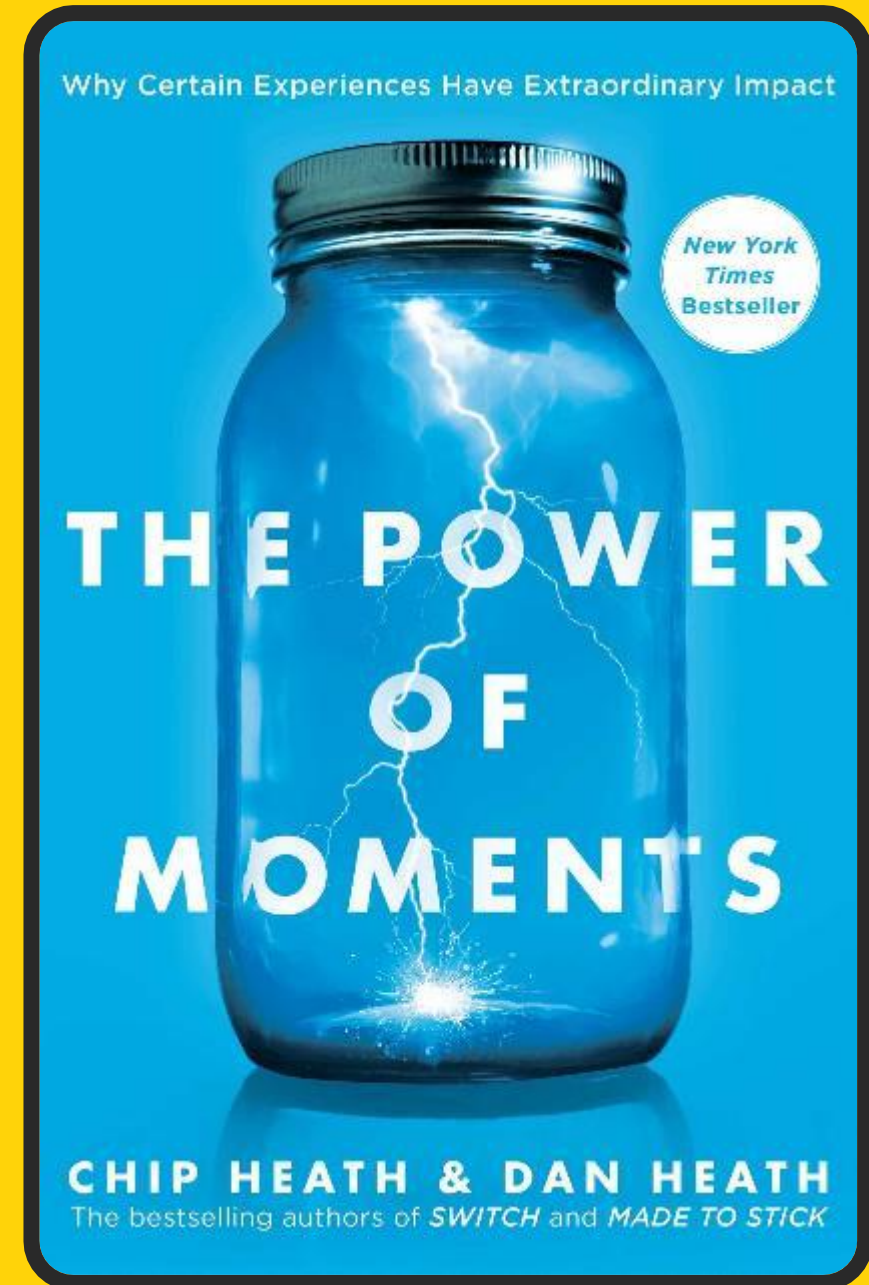
When shall we start?



B B C

6

**TO LEARN  
MORE...**





## The Big Takeaways

---

**Our brains focus on novelty**

**Memorable = Surprise, Emotion,  
Humour & Controversy**

**Meaning through elevation =  
The Unexpected, Off-script & Senses**









A close-up photograph of a hand holding a large, dark, textured rock. The rock has a rough, layered appearance with shades of brown, grey, and black. The hand is visible at the top, with fingers gripping the rock. The background is dark and out of focus. The word "LUNCH" is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

**LUNCH**





3

# Winning Talent

---

**CREATE**  
**GROWTH**

If we want to





If we want to

**...Have great people come**

**...Grow our impact**

**...Collaborate meaningfully**

**Then we need to be  
super deliberate  
about our attraction  
strategy**



# **A Practical Talent Strategy**



# Pitfalls > Practices

- 1 We're not clear about what we need / when we might need it
- 2 From their point of view we don't stand out as the best choice
- 3 We let the hard side of D&I lead to bad break-ups

1

We're not clear about what we need / when we might need it



# A SIMPLE ROADMAP





Of all the barriers to  
getting people to join...  
what's the biggest?



# TIME



## LEVERAGING TIME / SEQUENCE

1 Business Goals

2 Skills we'll need *(not suspend 'hires')*

**So...**



# Winning Talent



1

A clear roadmap

	3	6	9	12
<b>Business Goals</b>				
<hr/>				
<b>Skills / Talent we need to access</b>				

NB. Could be Hires / Freelancers / Apprentices / Partners / Collab's

2

A stronger talent value-proposition

<b>The creative perks they get</b>	<b>The culture they'll feel</b>	<b>The story they'll be able to tell afterwards</b>

# A Practical Talent Strategy

- 1 We're not clear in what we need / when we might need it
- 2 From their point of view we don't stand out as the best choice
- 3 We let the hard side of D&I lead to bad break-ups

2

From their point of view we don't stand out as the best choice

✓

**A COMPELLING  
PROPOSITION**

CUSTOMER = **MONEY**

---

TEAM MEMBER = **LIFE**



**Odds are you won't compete on pay!**

So, let's articulate / emphasise...

*The*

**PERKS**

*beyond the norm  
they'll get*

*The*

**CULTURE**

*they'll genuinely  
feel*

*The*

**STORY**

*they'll be able  
to tell*

**So...**

# Winning Talent



## 1 A clear roadmap

	3	6	9	12
Business Goals				
<hr/>				
Skills / Talent we need to access				

NB. Could be Hires / Freelancers / Apprentices / Partners / Collab's

## 2 A stronger talent value-proposition

The creative <b>perks</b> they get	The <b>culture</b> they'll feel	The <b>story</b> they'll be able to tell afterwards
------------------------------------	---------------------------------	---



# A Practical Talent Strategy

- 1 We're not clear in what we need / when we might need it
- 2 From their point of view we don't stand out as the best choice
- 3** We let the hard side of D&I lead to bad break-ups

3

We let the hard side of D&I  
lead to bad break-ups



**ALLOWABLE  
ANNOYANCES**

**Diversity is great...  
Until it isn't!**



**Personality Clashes**  
**Creative Differences**  
**Misunderstandings**  
**...etc ...etc**







So...

One critical factor of **INCLUSION**  
is outing and enduring with  
**allowable annoyances**

Having 'a grid' for that can be  
enormously helpful

GRIDS

# Strengthfinders

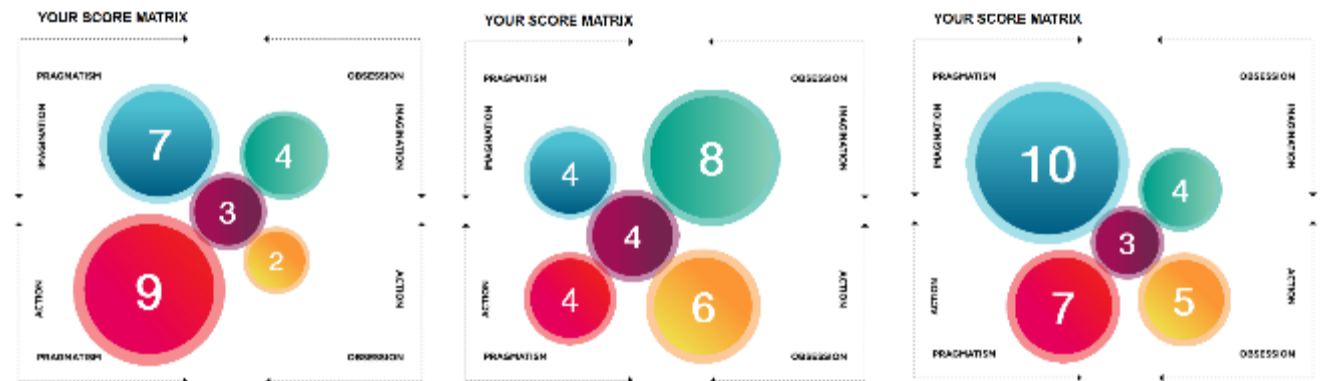
## Myers-Briggs

## DISC

## Big-Five



## THE GC INDEX



## The Big Takeaways

---

A simple roadmap makes it **specific**

A proposition makes it **attractive**

An acceptance of annoyance makes  
it **realistic**







# piing™ 290m



DAN



JASON



DARROW



SUSAN



LINA



CHRIS









4

# Leadership in the Real World

---

**CREATE  
GROWTH**

If we want to



If we want to

**...Get the most from others**

**...Retain people long-term**

**...Stay sane as we grow**

**Then we need to  
never stop  
developing real  
world leadership**





# The Wisdom of Crowds



\* Looking back, who was the best leader you've ever come across?



\* Looking back, who was the best leader you've ever come across?

What was it that made them so great?



**So...**

✱ Looking back, who was the best leader you've ever come across?

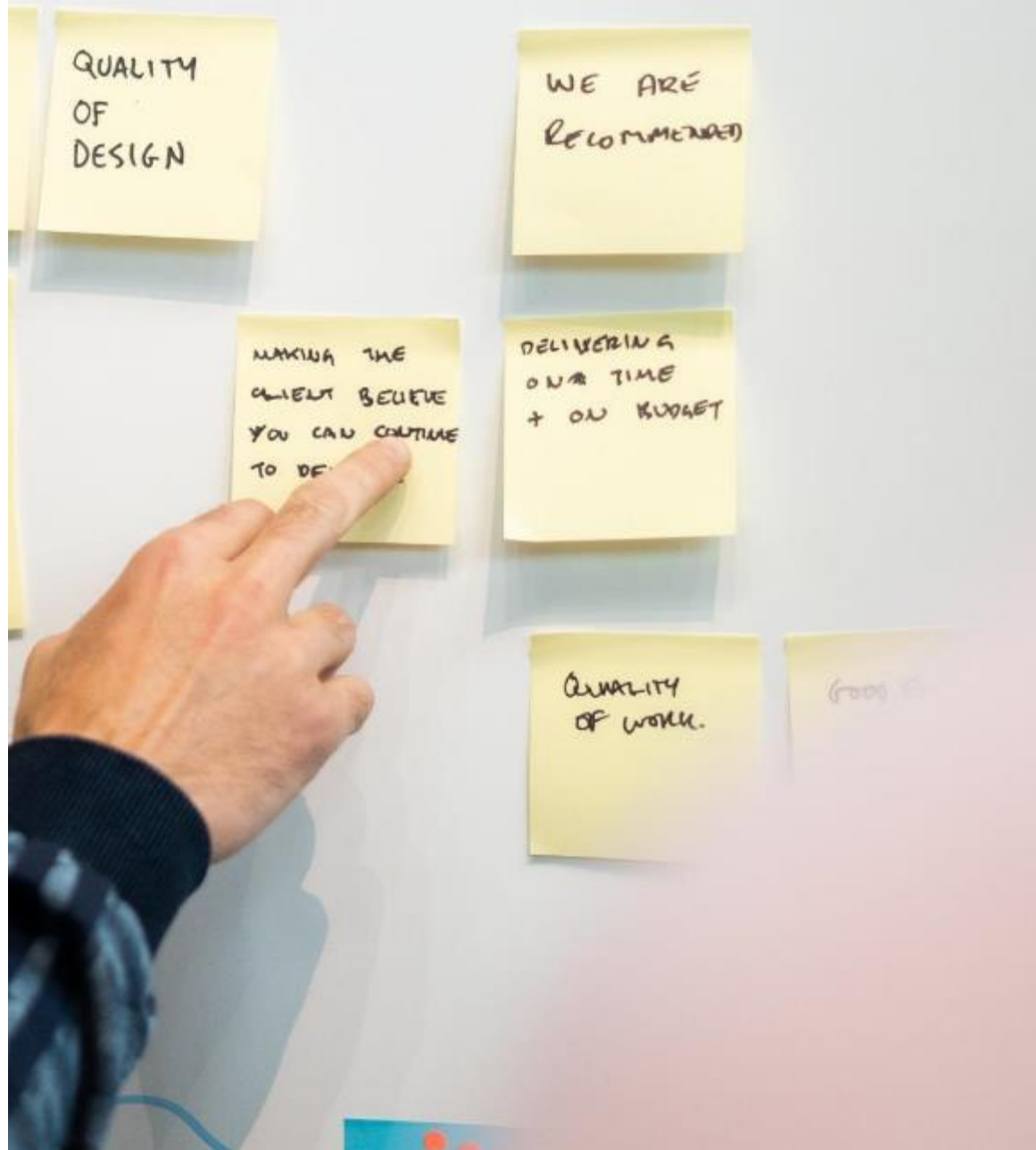
What was it that made them so great?

3 post its each  
please



**One idea per  
post-it!**





**A short sentence  
is MUCH better  
than just one word**

# Let's stick em up!



## The Big Takeaways

---

**Every** interaction can leave its mark

Leadership is really **practical**

It's something **we can all do** and get  
better at









5

# Overcoming Barriers and Tensions

---

**CREATE**  
**GROWTH**



A

little

**SPARK**

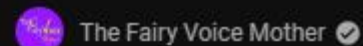






### Vocal Coach Reacts To REN...

111K views • 1 month ago

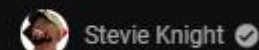


In this video, I react for the first time to Ren performing 'Hi Ren'...



### WHO IS REN - HI REN - THIS...

308K views • 1 month ago

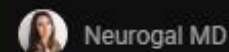


TO JOIN THE KNIGHTS WATCH  
JOIN THE PATREON FAMILY -...



### Neurologist reacts to "Hi...

57K views • 10 days ago

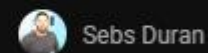


Hi everyone! My name is Anna and I'm a neurologist who enjoy...



### Ren is taking over the intern...

2.8K views • 6 hours ago



Homie crushed it. Let's take care of ourselves and one another. Hi...



### Battle Rapper REACTS to RE...

22K views • 2 days ago



Ren #Hiren #thehunger  
#Thebigpush #Blackpegasus...

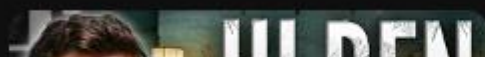


### Therapist Reacts To Ren ...

354K views • 1 month ago



So much to talk about here! Hope you're ready for a deep dive!...



### I Finally Heard



### CREATIVE



# The struggle of attempting to make something worthwhile

**Triumph / Illness**

**Creative Process**

**Great Work**





**Authentic**

**Impactful**

**Adult Language**





**Artistic**

**Struggle**

**Tensions**





**Integration**

**Overcoming**

**Hope**



**So...**



So...

---

**What struggles lie ahead?**

**What will go into overcoming them?**

# Anticipating & overcoming struggles

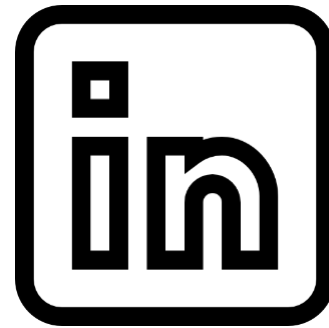
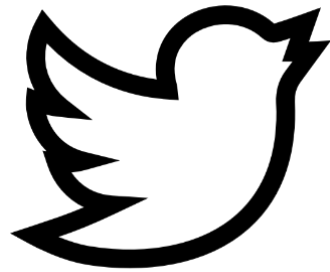
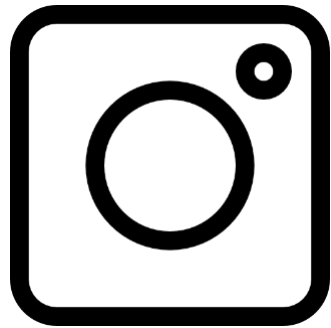


What internal / external struggles  
can I see coming?

What gives me cause for  
confidence / hope?

What resources do I need / what  
will I do to overcome?

# **#creategrowthmanc**



## The Big Takeaways

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There are **always** struggles

We can always choose to **hope**

**Anticipating and accepting** struggles is the  
first step to overcoming them







# Recap & Wrap

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**CREATE**  
**GROWTH**

**What's stuck / stood  
out / been useful...**

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# Our Journey Together

15 / 3



## Day ONE

Welcome / Intros		9.30
1	Creating Value	
Break		
2	Standing Out	
Lunch		
3	Winning Talent	
4	Real World Leadership	
Break		
5	Overcoming Barriers & Tensions	
What's Next / Close		4.30

**Here's what's next**



# Our Journey Together

29 / 3

Day TWO

Welcome / Intros

9.30

1 Attracting Cash

Break

2 The Experiments to Grow

Lunch

4 Sprinting in the Market

Break

5 Our Plan

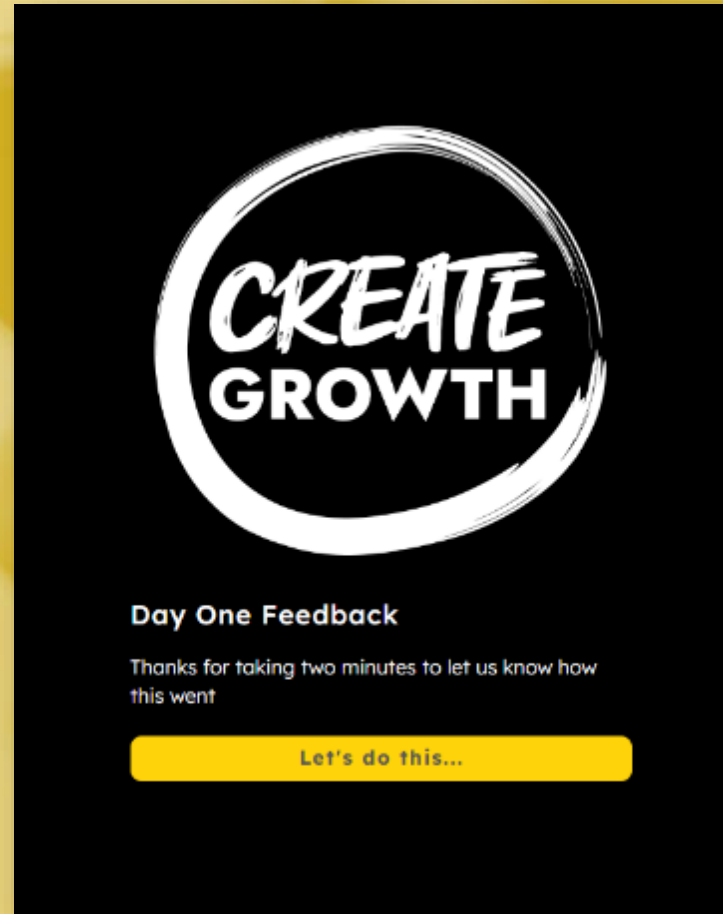
What's Next / Close

4.30





# <https://bit.ly/cr8growth>





[muchclearer.com](http://muchclearer.com)





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