



**CREATE  
GROWTH**

1

# Welcome




---

**CREATE**  
**GROWTH**





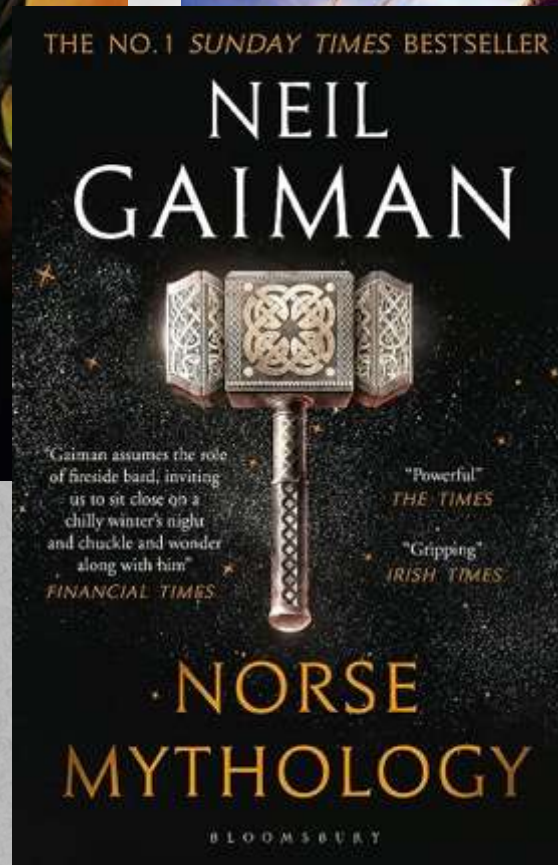
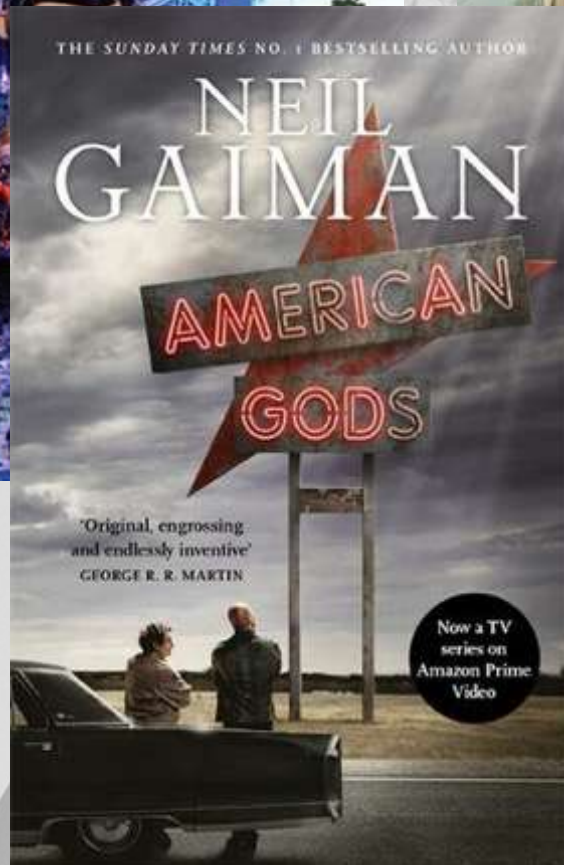
# An eclectic mix united by a creative focus

	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













"...and what happened next?"

**So...**



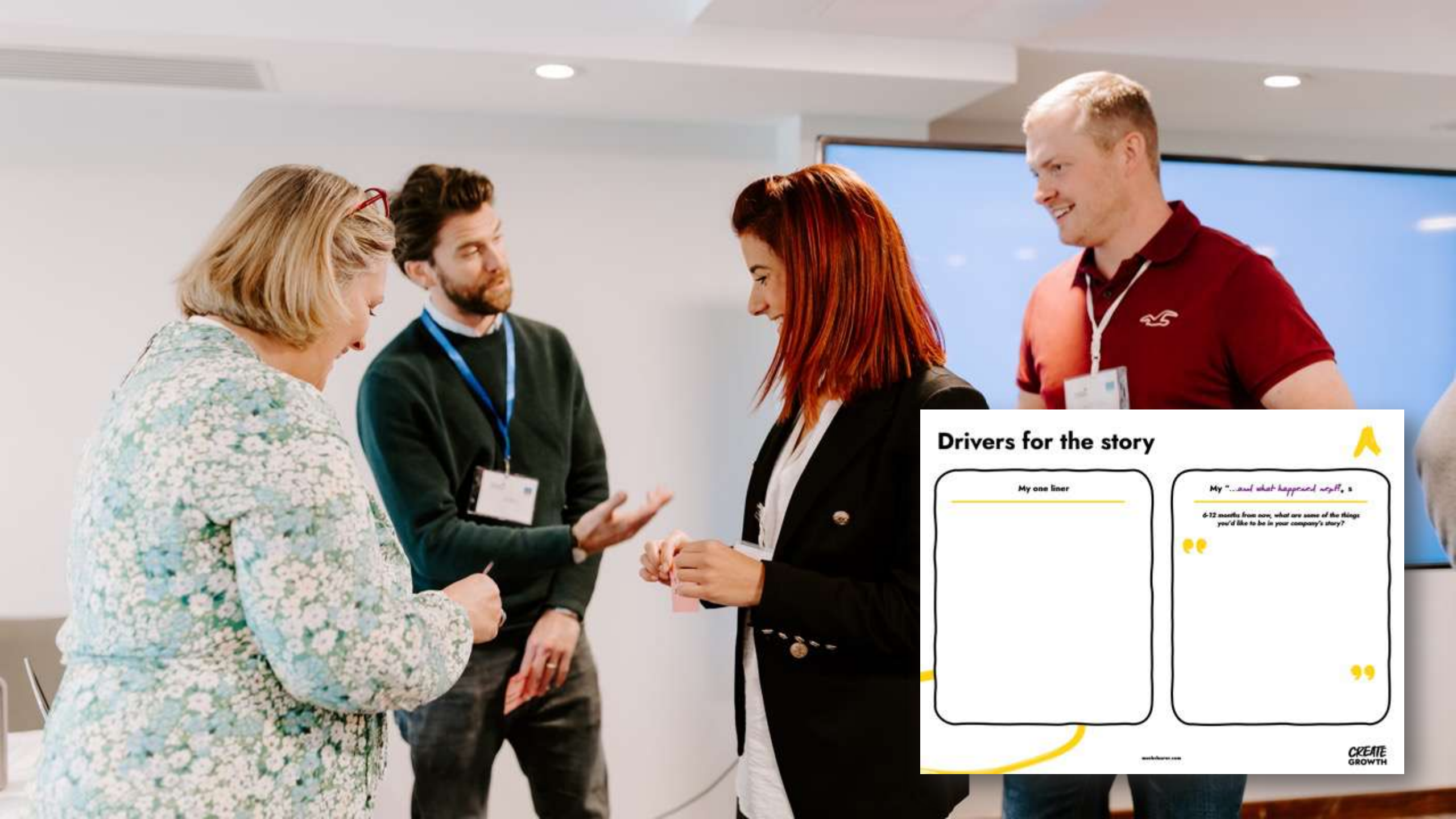
**If you could offer the best of what  
you've learned in a one-liner that rest  
of the world would see...**

*"...and what happened next?"*

**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?



workday.com

CREATE  
GROWTH





**So let's get into it**



# **#creategrowthmanc**







MUCHCLEARER

DO LESS... BETTER



business  
growth hub®

AJ&Smart



McCANN



Capgemini





**Toilets / Fire Alarms**





**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 in a bold, yellow, sans-serif font.

**No  
devices**



**Ask Q's as  
we go**





**Share & Learn**



**Be reassured... you will get a  
resource site 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**



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

*Choose your own  
adventure!*



**Online  
Resources**



# Our Journey Together



Today

**Day ONE**

Next Week

**Day TWO**



Summer



**CLINICS**



# Our Journey Together

Today



**Day ONE**

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



# Our Journey Together

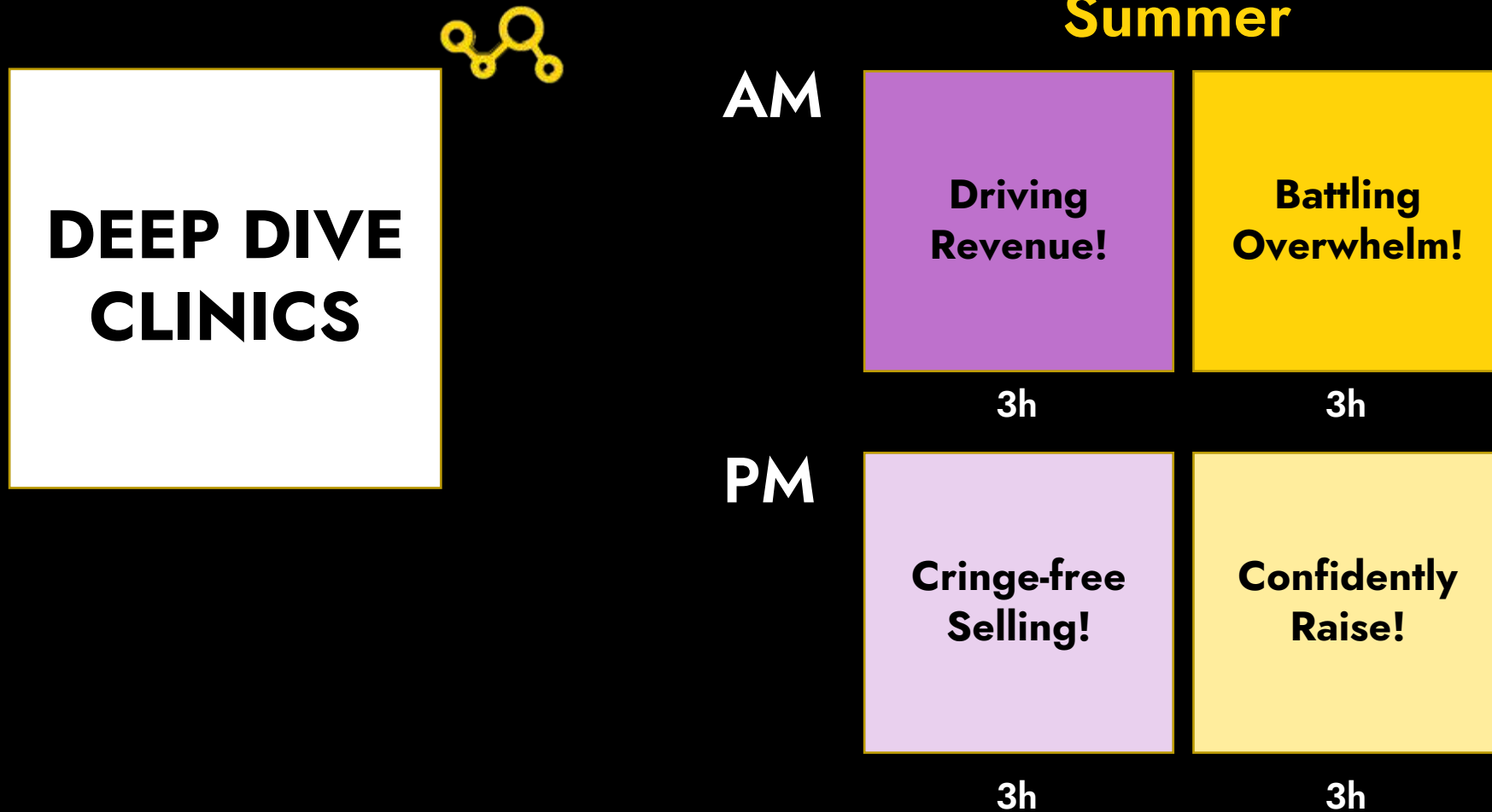
Next Week

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**

---

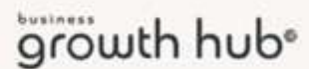
**CREATE**  
**GROWTH**



# Sean Sankey



20 years working across agencies, startups and blue-chip tech in leadership roles around service delivery, change, sales, strategy and 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 their cardboard boxes. 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 "What's awesome about pizza?" is overlaid in the center in a bold, white, sans-serif font.

**What's awesome  
about pizza?**





**How might 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 might we define Value?



The screenshot shows the website of the Centre for Cultural Value. At the top, the logo 'CENTRE FOR CULTURAL VALUE' is on the left, and navigation links 'Sign up', 'About', 'Our work', 'Events', 'Resources', 'Funding', and 'News & views' are on the right. Below the navigation is a blue bar with the title 'Evaluation principles' and four sub-sections: 'Beneficial', 'Robust', 'People-centred', and 'Connected'. The main content area features a large image of four people in a dramatic pose. To the right of the image, the heading 'Evaluation principles' is followed by two paragraphs of text and a 'View the principles' button. Below the button is a small credit line 'Photo by Clarence Afford'. At the bottom, there is a purple bar with the word 'Introduction' on the left and a video player on the right. The video player has a red 'ccv' logo and a title 'How we co-created the evaluation principles'. Below the title are 'Watch Later' and 'Share' buttons.

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 Afford

Introduction

ccv How we co-created the evaluation principles Watch Later Share

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



What you  
**perceive** you get

What you pay

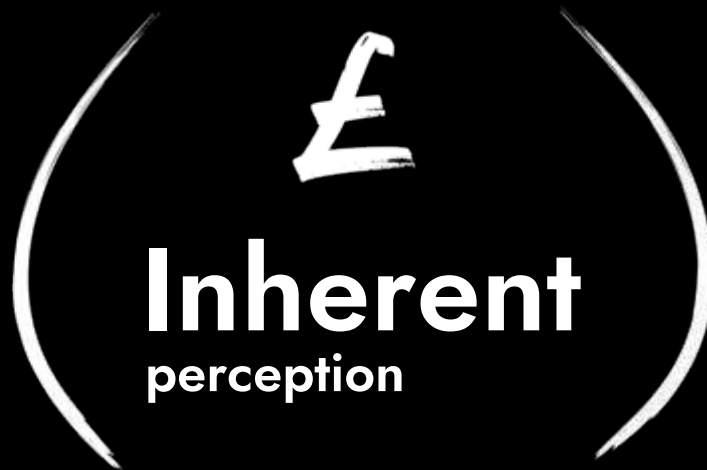
= **Value**





= **Value**





**Features &  
Benefits?**



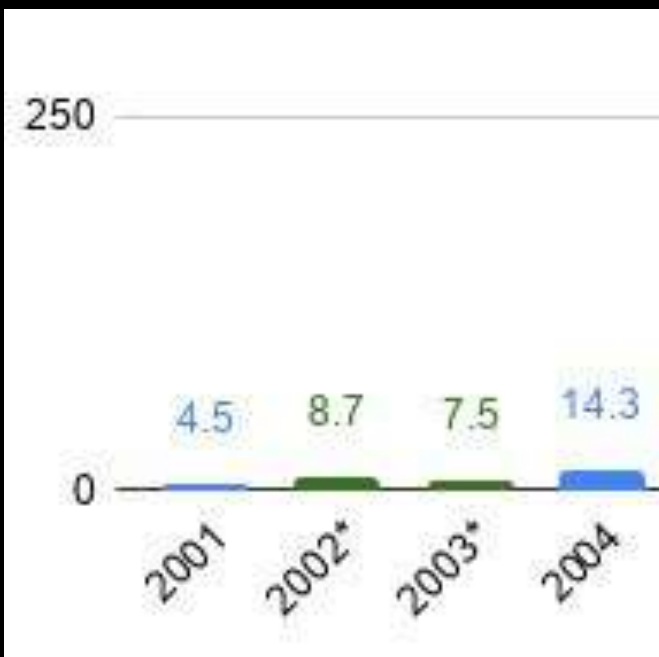
**Price v  
Alternatives?**





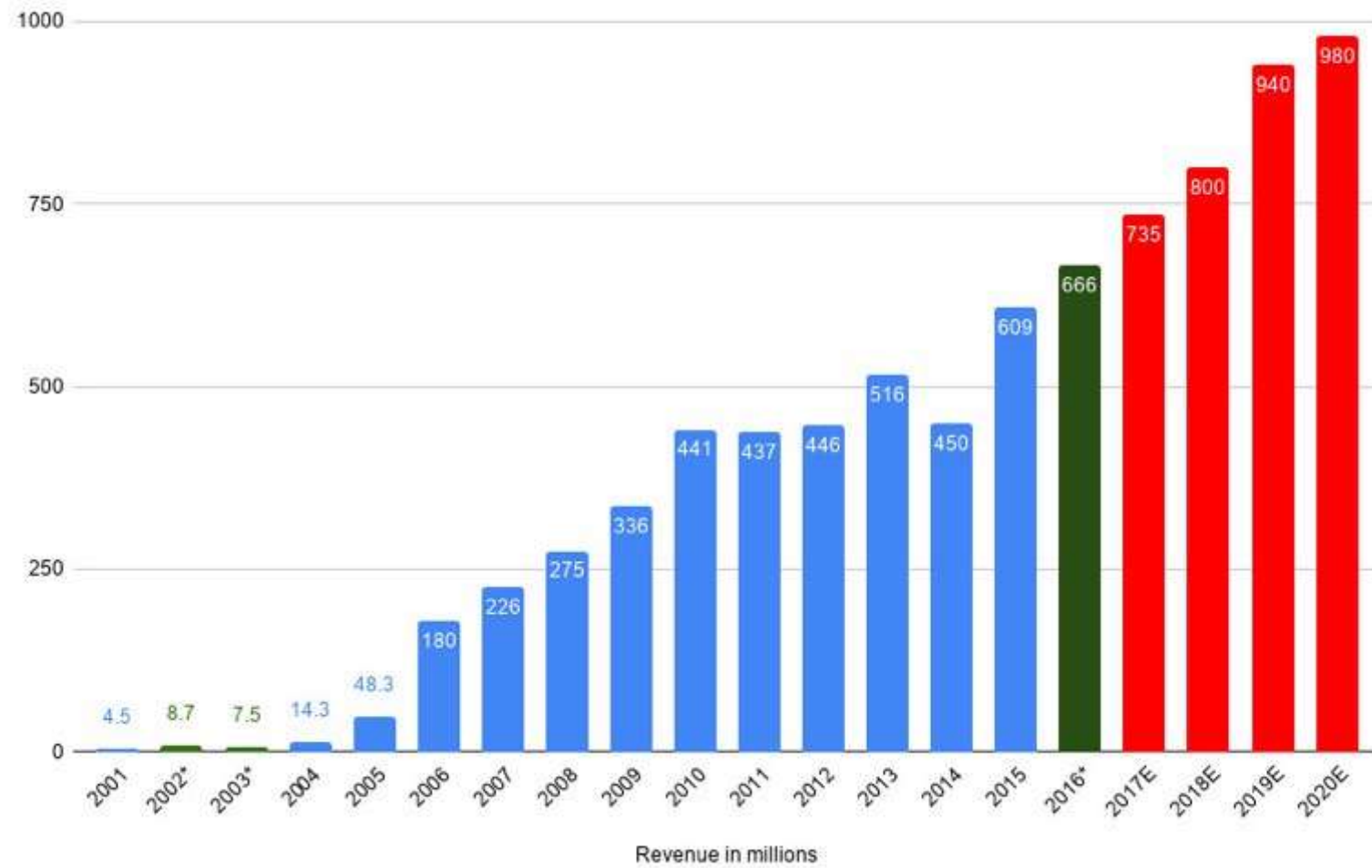








## Zuffa Total Revenue in Millions





**“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”**



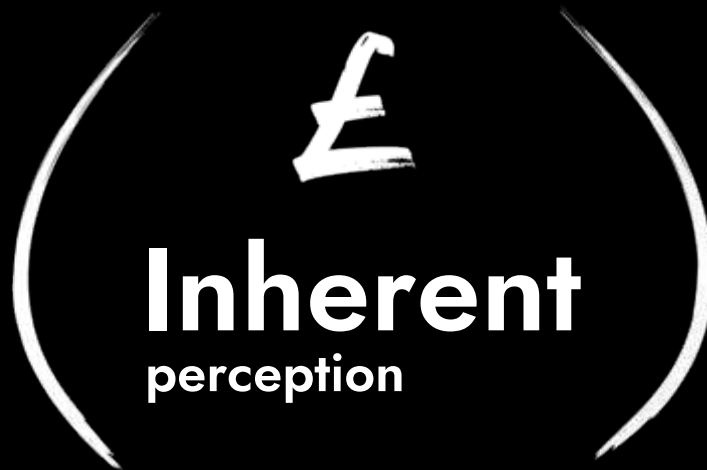


- For 2022, total revenue reached US\$5.27 billion, an increase of 3.75 per cent YoY, and adjusted EBITDA was US\$1.16 billion. Net income was US\$321.7 million for the year



The image is a horizontal split. The left half shows a close-up of a man's face, smiling and looking slightly to the right. He has a shaved head and is wearing a dark shirt. A microphone is visible at the bottom of the frame. The right half shows a close-up of a pizza with various toppings, including what appears to be meat, mushrooms, and a white sauce base. The text is centered across the middle of the image, overlapping both halves.

**Your value isn't just  
being stacked up against  
firms that look like you**



**Features &  
Benefits?**



**Price v  
Alternatives?**

**So...**



So...

---

**A funder / investor / commissioner 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 / Buyer

**Impact**  
perception



**Change**

**How significant?**

*What changes in their state / life / business do people typically see from engaging with your thing?*

**Reach**

**How many?**

*What volume of people / organisations does your offering typically reach?*

*e.g. in a project / in a year / directly and indirectly*

**Inherent**  
perception



**Features  
& Benefits**

**But why?**

*What are some specifics inside your offer that customers should find compelling?*

**Price v  
Alternatives**

**And why this vs that?**

*How does the typical price of your thing and the value it creates stack against other options they have?\**

*NB, NOT just your direct competitors*



= **Value**





**Impact**  
perception

+



**Inherent**  
perception

=

**Value**



**CHANGE**

How big is the hit?



**REACH**

How many touched?



# CHANGE

How big is the hit?



# REACH

How many touched?





Donate

HOME | ABOUT | RESOURCES | PRACTITIONER SERVICES | EVENTS | MORE



Connecting parents and children

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

[click here to view with music](#)



Let's Chat!

ChronicleLive

NEWS • IN YOUR AREA • WHAT'S ON • NUFC • SAFC • BUSINESS • MORE •



**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?

**X**

Price v  
Alternatives?

**So...**



So...

---

**A funder / investor / commissioner 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 / Buyer

## Impact perception



### Change

#### How significant?

*What changes in their state / life / business do people typically see from engaging with your thing?*

### Reach

#### How many?

*What volume of people / organisations does your offering typically reach?*

*e.g. in a project / in a year / directly and indirectly*

## Inherent perception



### Features & Benefits

#### But why?

*What are some specifics inside your offer that customers should find compelling?*

### Price v Alternatives

#### And why this vs that?

*How does the typical price of your thing and the value it creates stack against other options they have?\**

*NB. NOT just your direct competitors*

## The Big Takeaways

---

Value is built on **perception**

**Inherent** = Benefits / Price

**Impact** = Change x Reach







# **#creategrowthmanc**









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

OCT

DAY

26

YEAR

1985

AM

PM

HOUR

09

MIN

00

DESTINATION TIME

MONTH

OCT

DAY

21

YEAR

2015

AM

PM

HOUR

07

MIN

28

PRESENT TIME

MONTH

NOV

DAY

12

YEAR

1955

AM

PM

HOUR

06

MIN

38

LAST TIME DEPARTED



TIME CIRCUITS

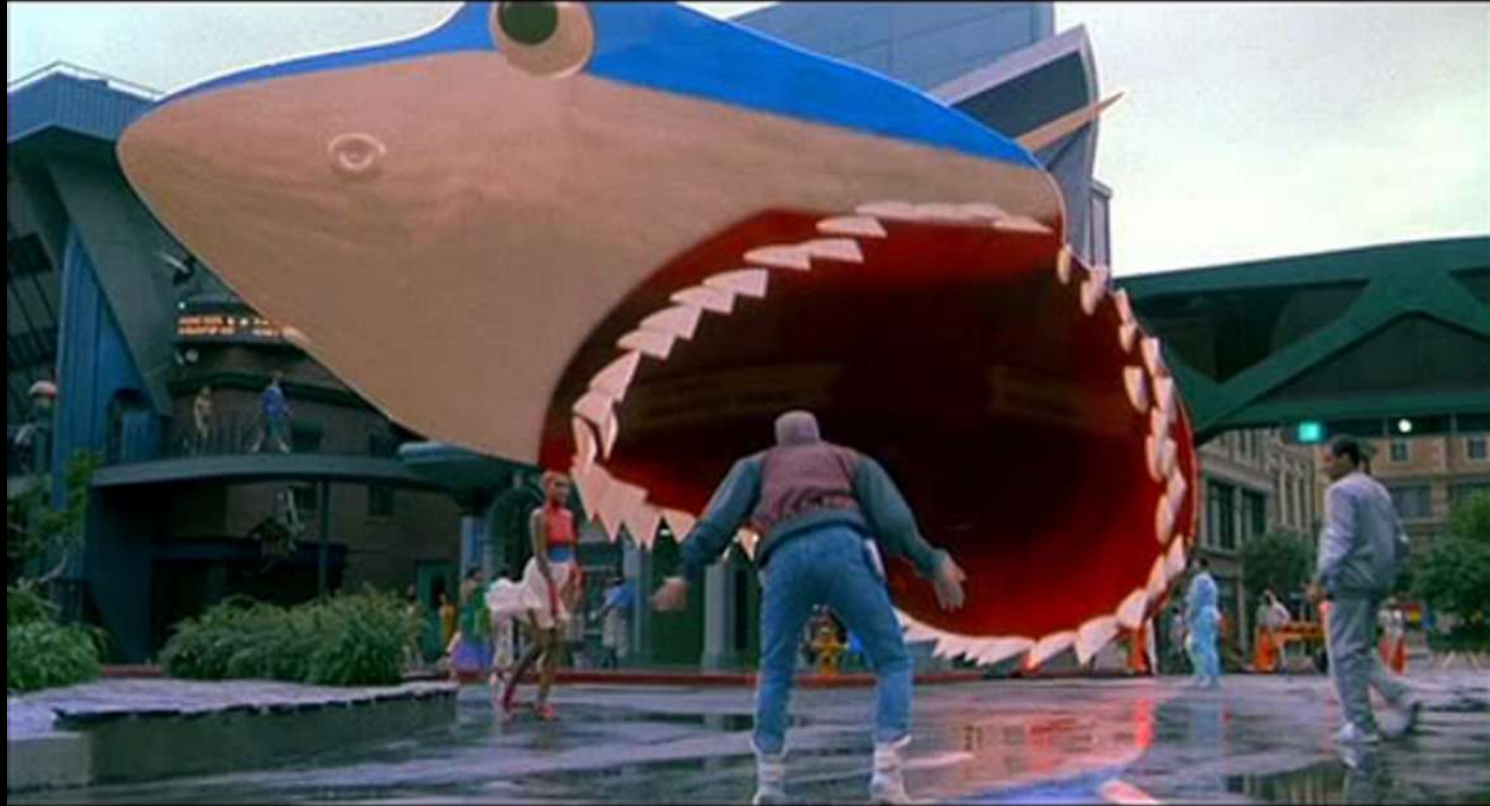


ALARM CLOCK

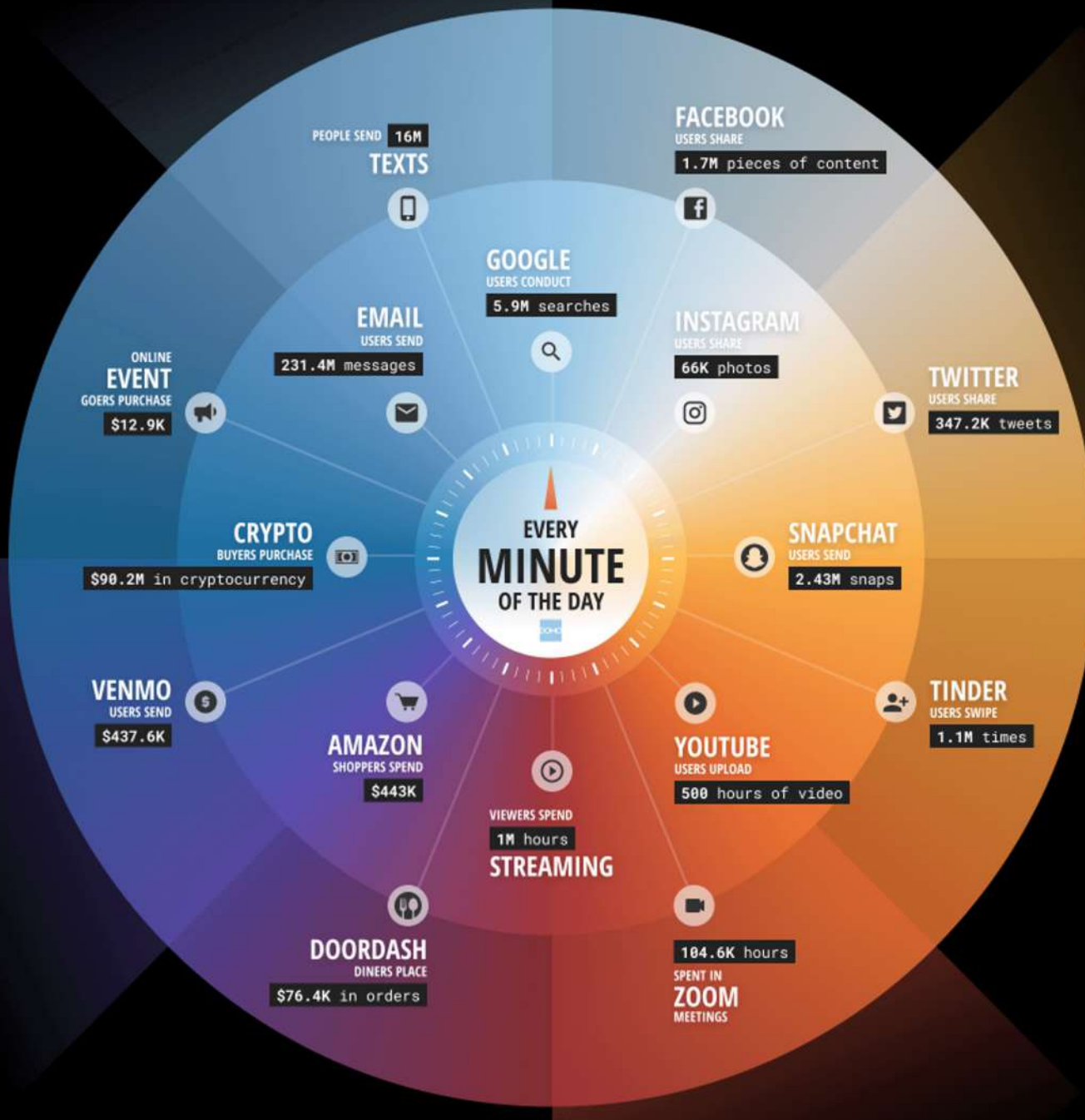




**In 21 years  
there was a  
5x increase  
in data**



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 from the waist up, gesturing with his hands as if speaking. He is positioned in front of a large glass wall that reflects the interior. To his right, there is a window with vertical blinds. The room is dimly lit, with a warm, yellowish light source visible in the background. The text "Uber Eats" is overlaid in white on the lower left portion of the image.

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





**ASSUME THAT I CAN  
SO MAYBE I WILL**

A group of approximately ten diverse individuals, including men and women of various ethnicities and ages, are standing in a loose line against a dark, textured background. They are dressed in casual clothing like hoodies and sweaters. The overall mood is one of solidarity and empowerment. Overlaid on the center of the image is the text "ASSUME THAT I CAN SO MAYBE I WILL" in a large, bold, yellow, distressed font.

**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



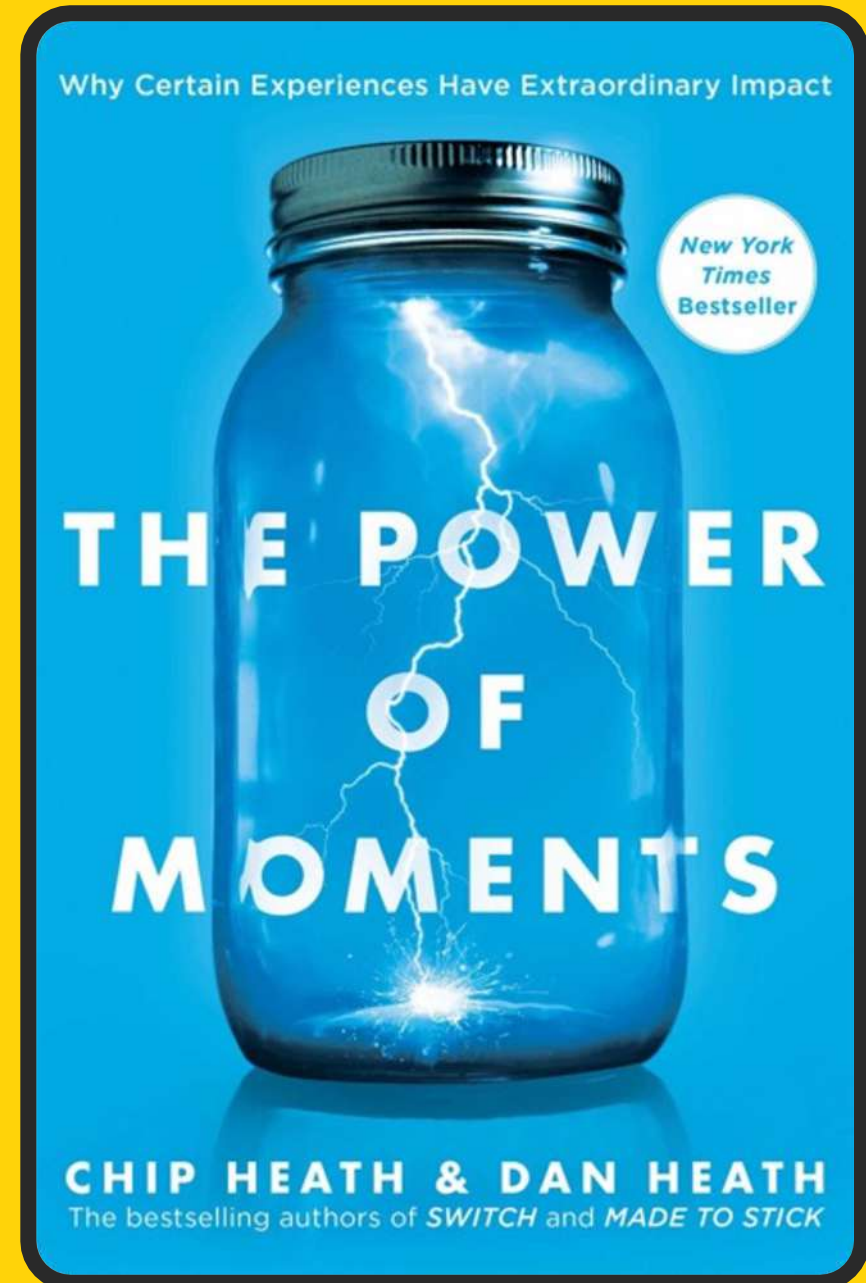
Customer Touchpoints

How might we delight / add PEAK moments?

When shall we start?



**TO LEARN  
MORE...**





## The Big Takeaways

---

**Our brains focus on novelty**

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

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





# LUNCH

# **#creategrowthmanc**







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



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 are 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

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

Skills / Talent  
we need to  
access

2

A stronger talent value-proposition

The creative **perks**  
they get

The **culture**  
they'll feel

The **story** 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

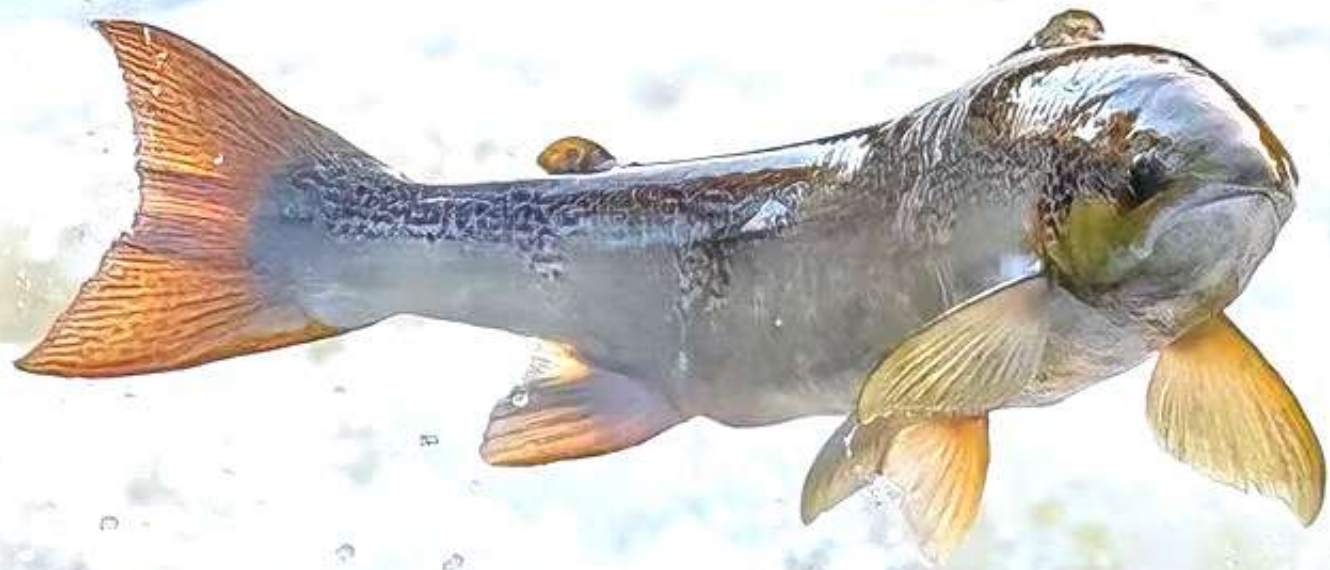
---

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



CHIN



# **#creategrowthmanc**





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**



If we want to

**Have a successful  
business...**

**Then we need to  
have a sustainable  
business**







# 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?



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

What was it that made them so great?

3 post-its each

1 idea per post-it

Short sentence is better than 1 word



# Let's stick 'em up!

1. On the wall
2. Have a read
3. Cluster
4. Discuss the clusters
5. Crystallise and prioritise the top three



## The Big Takeaways

---

**Every** interaction can leave its mark

Leadership is really **practical**

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









# **#creategrowthmanc**





5

# Overcoming Barriers and Tensions

---

**CREATE**  
**GROWTH**

**Lola Young**



**Priya Ragu**





## Who is Ren? Welsh singer-songwriter pips Rick Astley to UK number one album

The Anglesey-raised artist said being in contention for the top spot along with Rick Astley was "one of the most surreal situations".



Tomos Evans

Wales reporter @TomosGruffydd

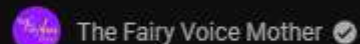
© Friday 20 October 2023 21:15, UK





### Vocal Coach Reacts To REN...

111K views • 1 month ago

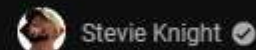


In this video, I react for the first time to Ren performing 'Hi Ren'...



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

308K views • 1 month ago

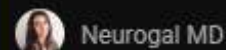


TO JOIN THE KNIGHTS WATCH  
JOIN THE PATREON FAMILY - ...



### Neurologist reacts to "Hi..."

57K views • 10 days ago

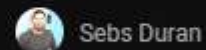


Hi everyone! My name is Anna  
and I'm a neurologist who enjoy...



### 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

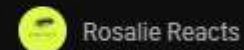


Ren #Hiren #thehunger  
#Thebigpush #Blackpegasus...



### Therapist Reacts To Ren ...

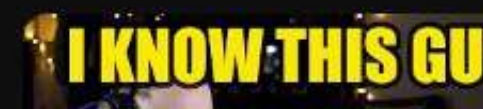
354K views • 1 month ago



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



### I Finally Heard the Song...



### CREATIVE GENIUS!! I...





**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

---

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...**

---



# Our Journey Together

Today



**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**



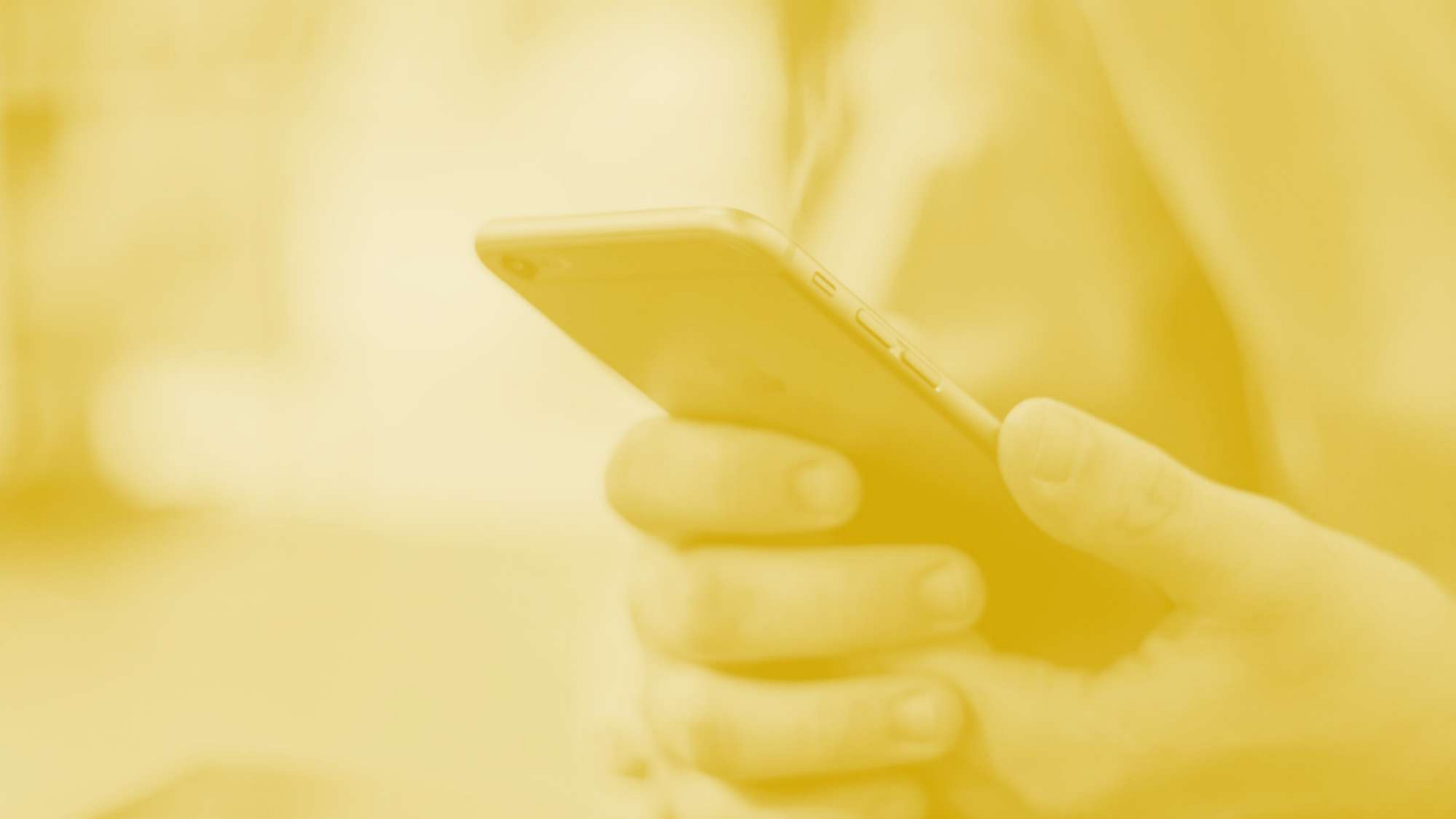
# Our Journey Together

Next Week

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)



**CREATE  
GROWTH**





**2023**