

HOW TO: Make your creative consultancy work for you

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#IDPE19

How to...

Make your creative consultancy work for you

(in ten questions)

Ten questions...

#1: What's this all about?

Ten years...

AirBounce + Onthree

AirBounce

+

Onthree

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

```
5 0100101: begin // 00000000
// decimal adjust addend to carry
// results in nibbles
if (reg11<reg_c) (30)
{ auxcar, reg11=reg_c
state<- 00000000; // 00000000
pc<= pc+16; // Next instruction
end
5 0000100, 6 0001100, 5 0010100, 6 0001100, 6 0011100,
6 0101100, 6 0110100, 6 0111100, 6 0000100, 6 0001100,
6 0001100, 6 0011100, 6 0000100, 6 0011100, 6 0001100,
6 0111100: begin // INR/DCR
```




Joined-up Thinking

Ten questions...

#2: What am I trying to achieve?

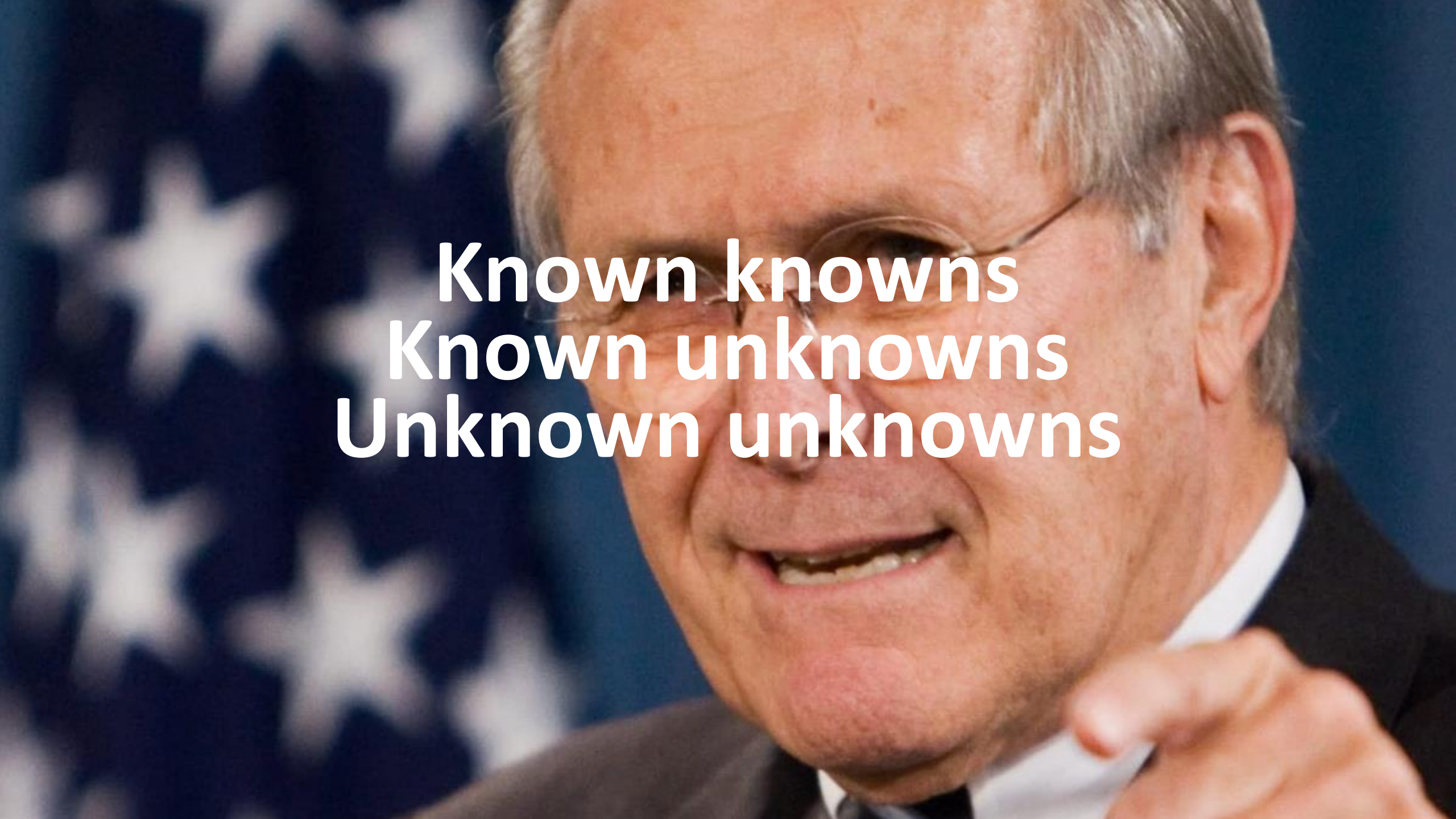
A close-up photograph of a person's hands holding a Rubik's cube. The person is wearing a dark blue or black suit jacket. The Rubik's cube is partially solved, with some faces showing solid colors like red, green, and yellow, while others are still scrambled with white and grey pieces. The background is blurred, showing a light-colored wall and a dark object, possibly a door handle.

Task or solution?

Ten questions...

#3: Do I need a consultant?





**Known knowns
Known unknowns
Unknown unknowns**

Ten questions...

#4: What am I looking for?



Finding a good one



Conversation Commitment & Credibility

Ten questions...

#5: What next?

An underwater photograph of a person swimming in deep blue water. The person is wearing a dark swimsuit and is positioned on the left side of the frame, moving towards the right. Their arms are extended forward, and their legs are visible behind them. The water is dark and clear, with many small bubbles and light reflections visible around the swimmer. The overall mood is serene and immersive.

Immersion

(AKA Sheep Dip!)

Ten questions...

#6: How do I get the brief right?

A photograph of a light-colored wall with a prominent, jagged crack running diagonally from the upper left towards the lower right. In the bottom left corner, a portion of a blue door with a rectangular panel is visible. The text "No to decoration" is overlaid in white, bold, sans-serif font across the center of the image.

No to decoration

Ten questions...

**#6: How do I get the most
out of the relationship?**

Communication



Ten questions...

#7: What can I expect from my consultant?



A close-up photograph of several LEGO minifigures. In the foreground, a Buzz Lightyear minifigure is positioned on the right, wearing his iconic white and green space suit with a clear dome helmet. To his left and slightly behind him are several Stormtrooper minifigures in their white armor. The background is filled with more Stormtroopers, creating a sense of a large army. The lighting is dramatic, with strong highlights and shadows.

Differential Impact Memorability

PSSSS!....!

So what!





03 : 30 : 03

Gulliver's Threads



Ten questions...

#8: What does success look like?

Sharper tools

A collection of various metalworking tools is arranged on a wooden surface. The tools include a stainless steel ruler with inch markings, several files with wooden handles, a hammer with a wooden handle and a metal head, a punch, and a metal block with a series of holes and a sunburst logo. The tools are scattered across the frame, with some overlapping. The text "Sharper tools" is overlaid in the center in a white, sans-serif font.

WOW!

Keeping them all spinning



Ten questions...

#9: Where do I go from here?



Start the conversation

Ten questions...

#10: What have I learned?

JERRY
SPRINGER

In summary





1. Embrace the unknowns

A stylized illustration of a hand with fingers spread, set against a red background with a diagonal split. The hand is light brown with darker brown outlines and shadows. The background is a solid red color, split diagonally from the bottom left to the top right, with a darker red shade on the right side.

**2. Never employ
a consultant you
have never met**

A stylized illustration of a hand with fingers spread, rendered in a light beige color. The hand is positioned centrally, with the fingers pointing upwards. The background is a solid red color, and a dark red shadow of the hand is cast to the right.

3. Get out there

Answered?

Thank you