

# Welcome to SCHOOL OF **IDEAS**

**Practical tools to unlock transformational ideas.**

**Our Clients:**



**NETFLIX**



**The New York Times**

Wieden  
Kennedy<sup>+</sup>

SAATCHI & SAATCHI



“School of Ideas gave the team incredible tools and techniques for thinking about our work in an even more creative way. In just 24 hours we were already asking different, more interesting questions about our business.”

– Francine Li, Global Brand Marketing, NETFLIX

# How We Help Our Clients

## What We Provide:

- ▶ A rigorous approach to ideas used by the world's most creative companies.
- ▶ A common language around ideas for multiple stakeholders.
- ▶ Practical tools for strategic and creative excellence, e.g. brief writing & creative feedback.
- ▶ Uplevelled creative skills across all disciplines.
- ▶ Smarter ways to work that lead to more efficiency and less work stress.

## Common Uses for School of Ideas:

- ▶ Project kickoff for an important initiative.
- ▶ A team needs to be upskilled in strategy or creativity to improve external output or to more effectively manage specialist partners.
- ▶ Multiple stakeholders need to be united across one approach.
- ▶ A new, disparate or hard-working team needs a fresh start.
- ▶ A long-term partner relationship needs a refresh.

“School of Ideas was of immediate benefit to our organization. We all left inspired, but perhaps even more importantly with a toolbox to get us to stronger work. I saw my team using Lisa's frameworks in documents, on whiteboards and as a pressure test to work the day after the training. The majority of trainings you leave with a few nuggets and a full inbox, after School of Ideas we left as better marketers.”

–Christine Sheehan, Senior Director Brand Communications, adidas Originals

# Why Invest Now?

- ▶ Succeeding in the current environment requires our very best work. Strategic and creative excellence have never been more in demand.
- ▶ Teams need to master complicated things quickly and solve problems creatively in a constantly changing environment.
- ▶ Remote work poses challenges to company culture and team motivation.
- ▶ Teams still need to be upskilled, but in a more flexible and high-impact way.

## Virtual & In-Person Offerings

We offer interactive experiences in our six core skill areas - in a room or on Zoom.

- ▶ In each session, you will learn & practice a tool that changes how you work today.
- ▶ We have several different programs depending on your need and time commitment. Quick bursts through deeper engagements.
- ▶ No homework: we're busy enough already!

“School of Ideas helped my team direct their thinking in new ways. The training took high-level concepts and strategies and distilled them into very simple and actionable behaviors that will significantly elevate our approach.”

– Lisa Materazzo, Group Vice President Vehicle Marketing and Communications, TOYOTA

# The Idea Code:

## The Six Fundamental Skills of Transformative Ideas

### **STRATEGY: DEMYSTIFYING STRATEGY AND TIPS FOR STRATEGIC EXCELLENCE**

- Why a great brief needs a solid strategy.
- What exactly is strategy?
- A simple tool for transforming strategy.
- What makes strategy great?
- Pro-Tips for developing strategy.

### **BRAND: HOW TO BUILD A SUCCESSFUL BRAND IN THE 21ST CENTURY**

- The difference between a product and a brand.
- What are the building blocks of a modern brand?
- Why is an emotional brand story so important?
- How do you combine brand story and action to transform your business?
- Pro-tips for developing more powerful brand stories.

### **THE PROBLEM: BRIDGING THE GAP BETWEEN BUSINESS PROBLEMS AND CREATIVE IDEAS**

- How do you identify the right problem to solve? Business, marketing and communication problems.
- How do you distill a problem to inspire a solution?
- How to hold ideas accountable to the right goals.
- Pro-Tips on measurement.
- A six step process for becoming an expert in your business.

### **THE INSIGHT: HOW TO FIND INSIGHTS THAT UNLOCK GREAT IDEAS**

- Do you have insight or just observations?
- How to use insights to solve problems.
- A whistle stop tour of breakthrough insights.
- How to ask questions that lead to breakthroughs.

### **THE SOLUTION: HOW TO WRITE BETTER BRIEFS**

- How to put a sharp point on your strategy.
- The essential ingredients of a great brief.
- Brief writing workshop for Clients.
- Brief writing workshop for Agencies.

### **THE SELL: HOW TO EVALUATE AND SELL CREATIVE IDEAS**

- How to give constructive feedback.
- How to break apart and evaluate an idea.
- How to assess work against goals.
- How to sell an idea to others + workshop

# Sample Engagements :

## 1-3 HOURS

A quick burst to inspire and uplevel your team. Short 60-90 minute sessions teaching a tool which will immediately transform thinking.

## 6 HOURS

Focus on one or more fundamentals, in depth and with engaging exercises. Fill your team's toolbox with the fundamental skill they need the most.

## 18 HOURS

A complete process for ideation. Up to 18 hours of course content, individual and group exercises, the full menu of School of Ideas' case studies and tools to unlock transformative ideas. This program can be offered over a series of weeks or months.

**We'd Love to Hear  
More About Your Needs**

**hello@schoolofideas.co**

**541.595.8021**