



High Impact Hacks for the Always-On Creative



1

Get Un-Stuck from a Creative Rut:

Challenge yourself to try different kinds of brainstorming or take on types of projects you normally wouldn't. Set parameters around how you spend your valuable creative energy for maximum impact.

2

Be More Creative & Less Busy:

Don't ignore workflows that set you up for failure. Cut back on distracting or wasteful communication. If bandwidth is always an issue, take a critical look at how you're delegating tasks. Find ways to simplify or automate anything repetitive, and commit time to templating wherever possible.

3

Turn Clients Into Strategic Partners:

One of the fastest and easiest ways to improve collaboration with your clients is to tailor your interactions (and even process) to their specific communication style and preferences. Get better at presenting creative work with one simple rule: Always provide context from the creative brief. Insist on consolidated feedback and keep the focus on business objectives vs. personal opinions (yours or your clients!).



Workflow Management for
Marketing & Creative Teams



Putting Hacks to Action

“**The professional creative tackles projects that make them stretch. Are they scared? Hell yes! If you're paralyzed with fear, it's a good sign. It shows you what you have to do.** - Steven Pressfield, *The War of Art*

“**When writing emails it's easy to say *I think we should; I think it's best...* Go through and replace the 'I's' with 'we's'. If it's all about you, it gets in the way of solving the *collective* problem.** - Susan Britton, Chief Creative Officer, Britton Marketing + Design Group



At your next brainstorm, **try thinking about ideas as combinations of other ideas.** Every amazing creative piece can be broken down into smaller ideas that existed before.



Know the difference between what's urgent vs. what's important and **do what's important first.** If you try and address every “urgent” issue that comes up, you're more likely to run out of time for what actually matters.



Create daily focus blocks: uninterrupted time exclusively for creative work. Block them off as if they were a meeting. Start with an hour and gradually add 15 minutes.



Waste less time by swapping frequent ad hoc huddles with **standing 30-minute meetings** that follow a tight agenda a few times each week.



Only accept **consolidated feedback delivered one consistent way** vs. email notes, marked-up PDFs, scanned comments, phone calls, etc.



Learn a new creative skill while diversifying your team's abilities: **Try “creative cross-training”.** The goal is to practice a skill outside your primary craft for 20-30 minutes daily, sharing your progress along the way (i.e. a copywriter could learn Photoshop).

Want more creative hacks? Check out [inMotionNow.com](https://www.inMotionNow.com).