

Quick Fresh Thinking

A quick, fresh and useful seminar led by Guy Browning

What is the big idea?

What creative insight is all your copy built on?

How do you the copywriter approach a brief in a fresh, inspired and engaging way?

Where do you get ideas from? How do you generate them? How do you interrogate your brief or decide to throw the whole thing away?

Creative thinking is the core skill that provides the answer to all these questions.

We wouldn't be in the business if we didn't think we were creative but when was the last time you thought about how you're creative and whether you could be any better at it?

The trouble is no-one ever teaches you how to do creative thinking. Indeed how do you think outside the box when you've hardly got time to think inside?

Guy Browning's Fresh Thinking session offers a range of powerful and stimulating tools to crack open the nuttiest brief and release the kernel of creative inspiration.

This highly interactive and engaging seminar shows how people at any level can use their personal intelligence, insight and imagination to bring startling fresh thinking to any part of their job.

Content

The presentation covers five main areas:

1. Thinking outside the box: what boxes are you sitting in and how do you get out of them
2. Expertise and professionalism: how to disrupt cliched industry thinking
3. Managing complex data to inform and inspire better creative insights
4. Selling fresh thinking into complex business environments
5. Dealing with uncertainty and randomness

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Seminar Breakdown

Introduction

Culture

You're a creative but have just how different is your thinking.

Connection

The vital importance of seeking out interesting people and ideas

Action

Crossing the mental start line to think and act differently

Thinking Outside the Box

What is the box, why are you sitting in it, is it even the right box, how do you get out of it?

Demonstration of a full range of practical disruptive thinking techniques

Understanding and overcoming the personal barriers to innovation

Challenging established ways of working

Looking beyond current business constraints

Thinking through and round budget, time, people and process.

Examining the current 'rules' surrounding what you do

Constructive Disruption - Planning Your Innovation

Mapping the current business environment

Determining where the most profitable areas for creative thinking will be

Covering the process and people areas, the functional and emotional

Taking a view on the future and where best to create for maximum advantage

Cutting through 'Process Cheese'

Once you'd had the idea, how do you make it happen?

Managing Creative Ideas within a complex business environment

Getting buy-in from your clients and your team

War Stories

What happens when you've 'hit the jellyfish with the spade'

Consequences – intended and unintended – of attempting something different

Protecting yourself and your ideas in hostile environments

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Seminar Focus

Primary – Learning creative thinking

Creativity, rule-breaking, silo-jumping, step-changing

Secondary – Managing innovative thinking

Accurate analysis, interrogation and listening skills

Tertiary – Become a disruptor

Understanding and managing the energy behind personal and business change

Guy Browning



Guy combines the two elements essential for a great business communicator; a deep love of business and an indestructible sense of humour.

Guy started working life as an advertising copywriter at Darcy Masius Benton and Bowles. He went on to be Creative Director at The Added Value Group, Europe's largest Marketing Agency.

Currently he is Managing Director of Smokehouse, an innovation agency specializing in facilitating interactive disruption events around the world. He's worked with the giants such as Unilever, British Airways, Airbus, Pepsico and Puig helping them develop new products and successful ways of marketing them. He's also trained generations of managers to think differently at some of the UK's largest companies.

Guy Browning is one of Britain's leading business writers, appearing regularly in *The Guardian*, *The Sunday Times* and on the *BBC*. He has written many business and humorous books including the bestselling *Grass Roots Management*. He recently directed his first film *Tortoise in Love*.

www.guybrowning.co.uk