

Ep 52: The Necessity for Creative Strategy with Steve Leder

Strong, smart strategy for creative success

- Creative, unlike art, needs to be objective (vs. subjective)
 - In the world of design, there are differences between making art or designing for commercial use. Our perspective is if you are going to do it commercially for money, it is design. (i.e. billboards, TV, social media) If you are doing it for pleasure it is art. (i.e. paintings, sculptures, photography) These do overlap from time to time, but this is the dividing line between art and design.
 - Expressions such as "art is in the eye of the beholder" exist for a reason. Art is subjective which means it is open to each individual's interpretation. This is NOT the goal of design. Design is meant to bring audiences together and communicate message that a lot of people can get onboard with.
 - Design should always communicate a clear message. Art might have many interpretations and be hard to interpret.
 - A strong strategy gives the parameters for design- it should not be restrictive, but rather freeing. It gives the places to go 'hunt' vs. exploring the entire world of options.
- Caution: There is such a thing as TOO much strategy.
 - There is always a need for strategy in creative as a foundation and a point of alignment and vetting. However, there is such a thing as strategic paralysis which can cause many things:
 - The work never moves forward
 - The work becomes uninspired/weighed down
 - The creative AND client team disengages
 - It becomes too hard to understand
- Creative strategy is the superhero that fights ego, which is ever-present.
 - There is a LOT of ego in agency life and corporate life. A strong creative strategy can work in support of the work, the right decisions, and against big egos.
 - Design is a purposeful creative, there is a problem to be solved. It shouldn't be about your personal preferences or your clients, but the customers preferences.
- Without complete alignment, there is no creative strategy.
 - Even with the very best strategy in the world, if it isn't built with the team and believed/bought into by the team, it doesn't exist.
 - It is important for the creative & strategic leads to be aligned first and always in front of the team.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

