



Latest Episode

Classics: The Necessity for Creative Strategy
with Steve Leder, Badge Design Studio



Insight of The Week

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

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.



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ForthRight
women.



FRp Spotlight

ForthRight Women Event

"Elevate Your Voice"

When: September 28, 2023

Where: North by Hotel Covington

Guest speaker: Donna Salyers

Ticket info coming soon!

Steve Leder, Founder, Chief Creative Officer
Badge Design Studio

"You have to take your own ego out as a designer because it's not about you and what you want to be doing, it's about your client and what they're trying to communicate to their consumer."



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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