

"Real" World

The Hero's
Journey Getting
corporates
to listen

Corporate World

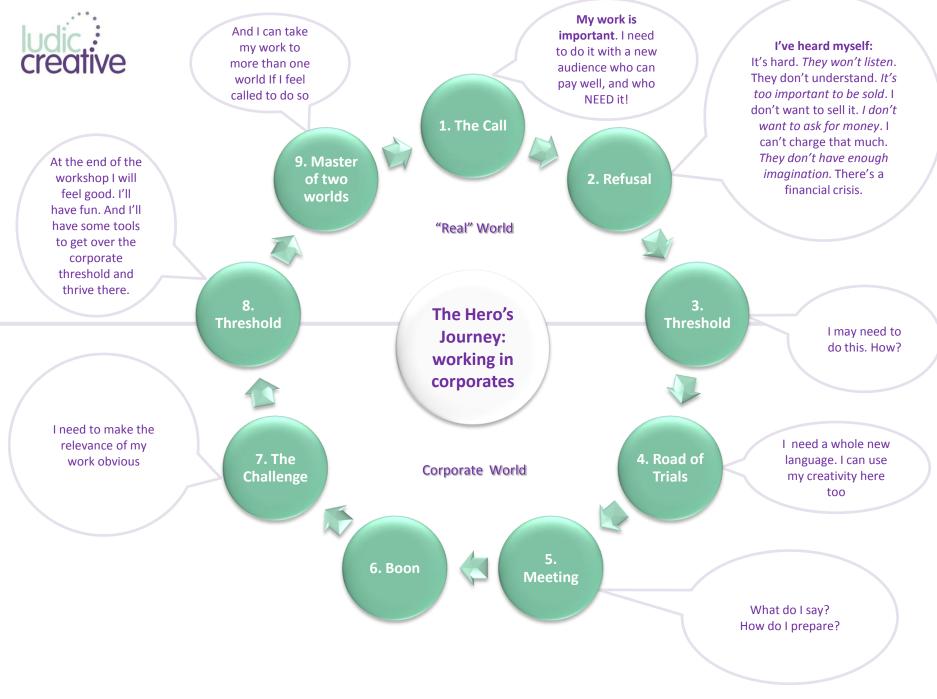
The corporate audience needs our creative message.

One of our biggest strengths is our absolute conviction in the quality and importance of creative methods in solving the world's problems. This is of course one of our biggest liabilities too!

This paper addresses the creatives who want to work in corporate.

They have ways of working which can be foreign to us. When we are flexible and creative in the ways we communicate our information, we make more progress. We get through to more people.

And if we can get flexible about how we deliver that message, then we can deliver on our own life goals too.





Give them a good reason, relevant to their job. Quote some research with numbers. See Preparing

Sample whys: smarter, faster, better at problem solving, less stress, control budget, engage staff, make people problems disappear, do more with less

Future pace them using what you taught: anchor to something that happens in the workplace

1. Why from the R Brain then the L brain

What: Give the ideas MHY: Show relevance Inspire them, show them structure, show them a picture of their brain

Facts and figures about them can be nice - say how long they concentrated, or how many ideas they came up with or some other relevant fact

7. What next: Where else can they use it: L brain ending on R

presenting

The theory may be another relevance frame: e.g. info on play and the brain

To debrief, ask the Q you set up in the pre-brief What next: Point out more relevance Get them excited about the idea with a relevant idea and they will follow you many places

How: Let them play

5. How: Let them do it: R then L brain way

> debrief, before an exercise tell them what Qs you will ask at debrief

For a good quality

3. What:

Theory from

a L then R

brain

Each exercise needs its own why

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