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CREATIVITY**

HOW TO BECOME A STRATEGY NINJA

Course outline: **How To Become A Strategy Ninja**

29th March 2019 - Central London £495 +VAT pp

“Everyone has a plan until they get punched in the mouth.” Mike Tyson

The word strategy has the power to intimidate & confuse. The ability to **think strategically is a skill** that is often left to chance with people rising through the ranks and expected to know how to do it by osmosis. Whilst it's tempting to dive straight into generating solutions they often won't stack up without **rigorous thinking & interrogation** of the problem at hand.

This training covers how to **devise a strategy** following a clear process with tools to help at each stage, as well as case studies and practical help. Expert trainer, Anahita Milligan is ex-Head of Strategy at the award-winning planning agency Manning Gottlieb. She has devised **creative strategies** for brands including Playstation and the UK government and will help you and your teams to develop robust approaches.

What you'll learn:

You will gain a clear understanding of what good and bad strategy looks like, and how to devise a great strategy against a live project. We'll **work through tools** for strategy development, against the core areas that make up a good strategy:

1. How to undertake a **diagnosis** of the problem – interrogate the problem, simplify and work out what's critical and prioritise using great questions, insights, audience data, trends
2. Create **the strategy** to deal with the difficulties/opportunities
3. Devise a set of **coherent actions** to deliver the strategy
4. Plus we'll explore how to **sell your strategy**

We ask you to bring **'live' business challenges** to ensure you get the most out of your time commitment and use the process and tools in context.

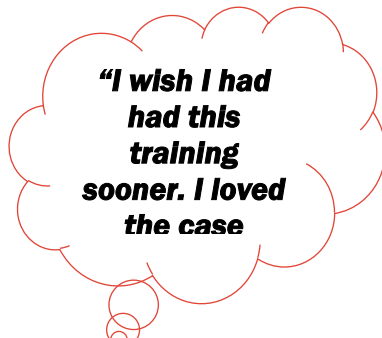
Who's it for? Do you need to devise a:

- PR strategy?
- Communications strategy or plan?
- A creative strategy?
- Digital or social media strategy?
- Marketing or brand strategy?

Perhaps you are an in-house communications team and have to devise a strategy to exploit an opportunity, announcement or sponsorship, or a PR agency out to win more competitive new business pitches. Or maybe you're a team leader who has to work out the best way to tackle an issue and manage your resources to get there. This course will help you do that.

A strategy is not *just* a plan - it is a series of events that follow an uninterrupted sequence. Strategies enable you to devise pivots, changes and re-evaluation based on unfolding events. If you want to know how to devise great strategy, then this course is for you.

This course is **not an introduction** to strategy - we're assuming you have some experience of having to devise strategy in your role, but want to understand more. The training covers how to write a strategy following clear steps. We'll have a maximum of 12 delegates to ensure time for one-to-one conversations and coaching, throughout the workshop with the trainer. Our approach draws on the practical experiences of the trainer, and on the work of renowned strategists and writers as well as case studies.



***"I wish I had
had this
training
sooner. I loved
the case***

We will cover:

- Setting the Objective
- Interrogating the challenge
- Gathering and using information
- Review & refine your information, using insight
- How to create a strategy to deal with the difficulties/opportunities
- How to devise a set of coherent actions
- Persuade and sell your strategy

WHAT PEOPLE SAY ABOUT HOW TO BECOME A STRATEGY NINJA

*"Developing PR strategy is a core part of the job as you rise up the management ranks and great strategy is at the heart of all good campaigns. We worked with Now Go Create to develop the team's skills in this area with impressive results. **The team loved the practical, hands on** nature of the course, getting stuck into a live agency business challenge meant that no time was wasted and the outcomes of the day were immediately applicable to our client work. Our team of ADs and Associates universally loved it with one even **saying it was the best course they'd ever been on!** It's helped to harness great agency thinking and sharpen insight from the minute the training finished." Jess Owen, MD, Kazoo*

*"I loved it. The workshop exceeded my personal objectives and the facilitation, pace and relevance to my day-to-day work were excellent. **Such a clear way of breaking down strategy.**"*

*"I loved learning how to start the strategic process through the **use of specific tools.**"
"The content was **really useful** and a great opportunity to work through real campaigns using some of the strategy tools. There was quite a lot to cover off during the afternoon but all SO useful so I'm glad she managed to fit it all in!" Delegate
feedback, healthcare communications agency.*

ABOUT THE TRAINERS



ANAHITA MILLIGAN

Facilitator, Trainer & Strategist

Anahita joined the world of media planning at PHD in 1997, working on the BBC and Waterstones, she then moved to Universal McCann to work on Bacardi-Martini and the launch of the Microsoft Xbox, winning several awards. In 2002 she moved to Manning Gottlieb OMD in communications planning working on brands such as PlayStation, winning a Campaign Media Award as well as heading up the COI team planning campaigns for the Training and Development Agency for Schools, Child Protection on the Internet, Disability Discrimination Act, Health and Safety Executive and the Food Standards Agency. After three years she set Manning Gottlieb OMD's creative problem solving unit, Ignition, where she worked with clients and agencies training them in the dark arts of CPS and creativity as well as running immersion and idea generation sessions. In March 2009 she was promoted to the Executive Board as Head of Strategy, Insight and Planning. Anahita now works with Now Go Create to deliver our strategy and creativity workshops.



HOW TO BECOME A STRATEGY NINJA

ABOUT NOW GO CREATE

Innovative companies like Amazon, Uber, Apple, Google and Virgin are not that way by accident. There are deliberate processes, mindsets and environmental factors at play that we can all learn from. And creativity is an essential leadership quality for success in business, outweighing integrity and global thinking, according to IBM. Here at Now Go Create we help individuals and businesses to improve their creative capabilities and skills to bridge what the World Economic Forum call a '21st century skills' gap. Our focus is on practical ways to up the creative output and improve the quality of thinking in your business for competitive advantage. Working as a creative catalyst for clients like Sky Media, O2 and BIC as well as hundreds of PR and digital agencies, our training and approach is underpinned by academic rigour and science. Our training covers everything from tackling the blank page, to how to devise the strategy to underpin creative ideas, to how to pitch your brilliant ideas once you've had them! It is for everyone from communications teams, to brand managers to CEO's and PR's who want to be more creative day to day.

Now Go Create was founded 6 years ago by ex-WPP MD and Creative Director, Claire Bridges who knows from personal experience that creativity can be intimidating and subjective, and the information on the subject overwhelming. When Claire first became responsible for driving creativity in a 100-strong WPP-owned PR agency where ideas were its lifeblood, she realised that despite being labelled 'creative' herself, she didn't know any formal techniques or processes and she went looking for the answers to the many questions she had.

Claire immersed herself in the subject, and studied for an MSc in Innovation, Creativity and Leadership at Cass Business School at City University London. She is now one of only 55 people in the world to hold this qualification. Her studies led to the publication of *In Your Creative Element* - a curated guide to creativity using the framework of the periodic table - with the what, the why and the how combined. We use the art and science of creativity to inform all our courses and work with leading talent in storytelling and coaching to help deliver our workshops. We'd love to help you to up the creative ante in your business. Please do get in touch with lucy@nowgocreate.co.uk or call us on 07917 132 672 if there's anything we can help you with.



HOW TO BECOME A STRATEGY NINJA

The small print - terms & conditions:

How To Become A Strategy Ninja training provided by Now Go Create Ltd

How to pay:

You need to pay the full amount at the time of booking. An invoice will be issued, payable by return. Please pay by Paypal or BACS and advise Now Go Create if a PO is required. Joining information will be sent to you on receipt of payment.

Now Go Create reserves the right to re-allocate the course place to another delegate if fees are not paid within 5 days of invoice or within 4 weeks of the course.

Cancellation Policy:

We do not give refunds except in the unlikely event Now Go Create has to cancel the training.

If the named delegate cannot attend we can transfer your booking to another person within your company. There is no refund or transfer if the delegate fails to attend the course.

Please notify lucy@nowgocreate.co.uk as soon as possible if you cannot attend.

Price:

£495 + VAT pp

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