

10 tips

for managing a creative environment

Bryan Mason, *chief operating officer*

Sarah B. Nelson, *design strategist*



AGFA APX 25

4 2 1

AGFA APX 25

11.6

AGFA APX 25

4 2

AGFA APX 25

18

AGFA APX 25

AGFA APX 25

4 2 1

24

4 2 1

AGFA APX 25

AGFA APX 25

30

AGFA APX 25

4 2 1

APX 25

Bryan



Sarah



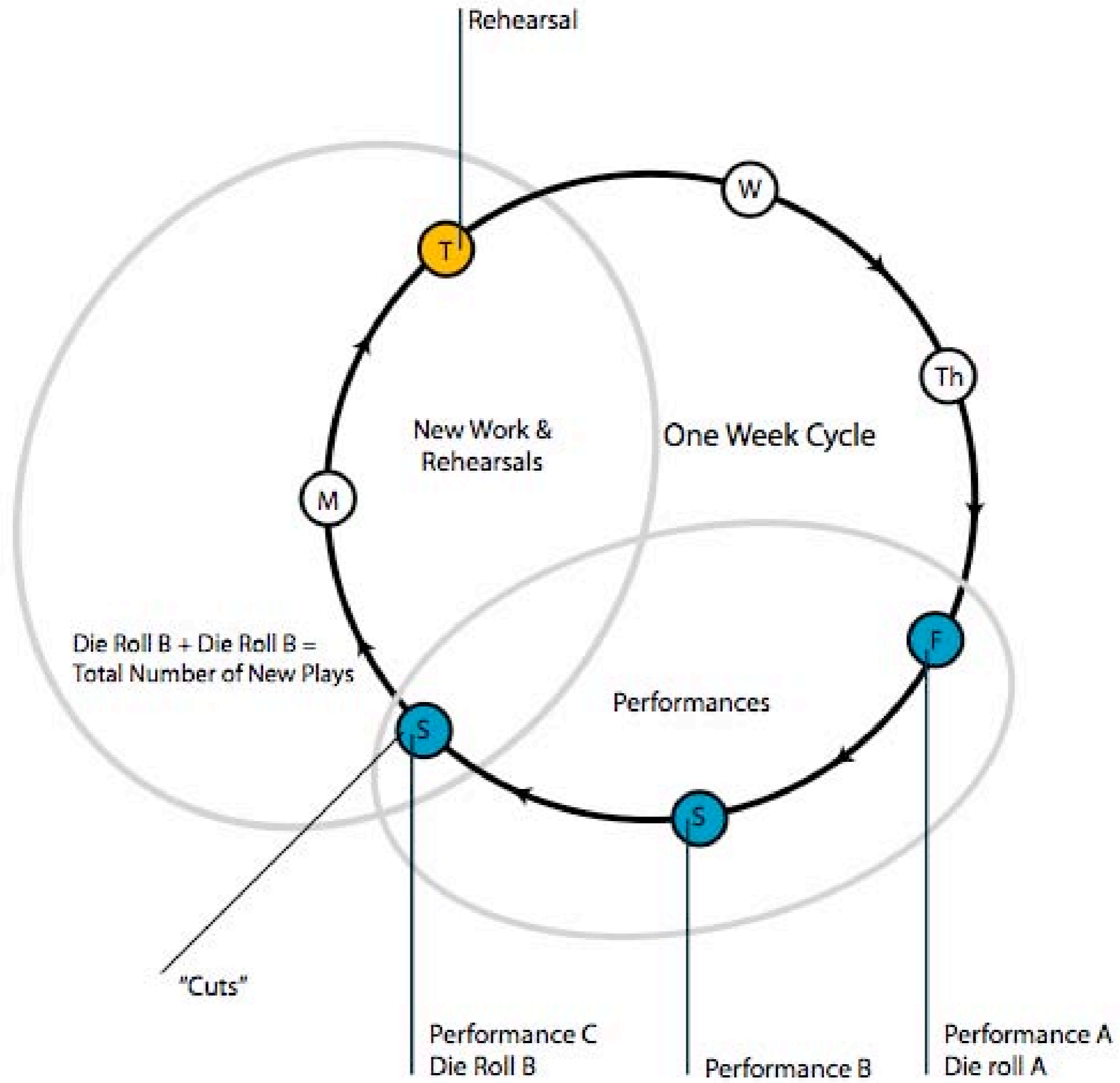
Sarah

Creative Environments

- 1. they create as a group**
- 2. they have hard deadlines**
- 3. they are doing something different with the creative process**



The Neo-Futurists





Aqua



Orchestras



The Job Factory

FRANK GALATI



TOM IRWIN



TRACY LETTS



LAURIE METCALF



YASEN PEYANKOV



ERIC SIMONSON

FRANCIS GUINAN



ORA JONES



JOHN MAHONEY



AMY MORTON



MARTHA PLIMPTON



GARY SINISE

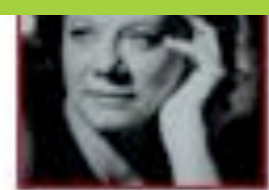
MOIRA HARRIS



TERRY KINNEY



JOHN MALKOVICH



RONDI REED



LOIS SMITH

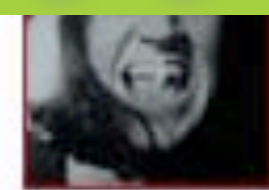
JON HILL



TINA LANDAU



MARIANN MAYBERRY



MOLLY REGAN



RICK SNYDER

TIM HOPPER



MARTHA LAVEY



JAMES VINCENT MEREDITH



ANNA D. SHAPIRO



JIM TRUE-FROST

Steppenwolf



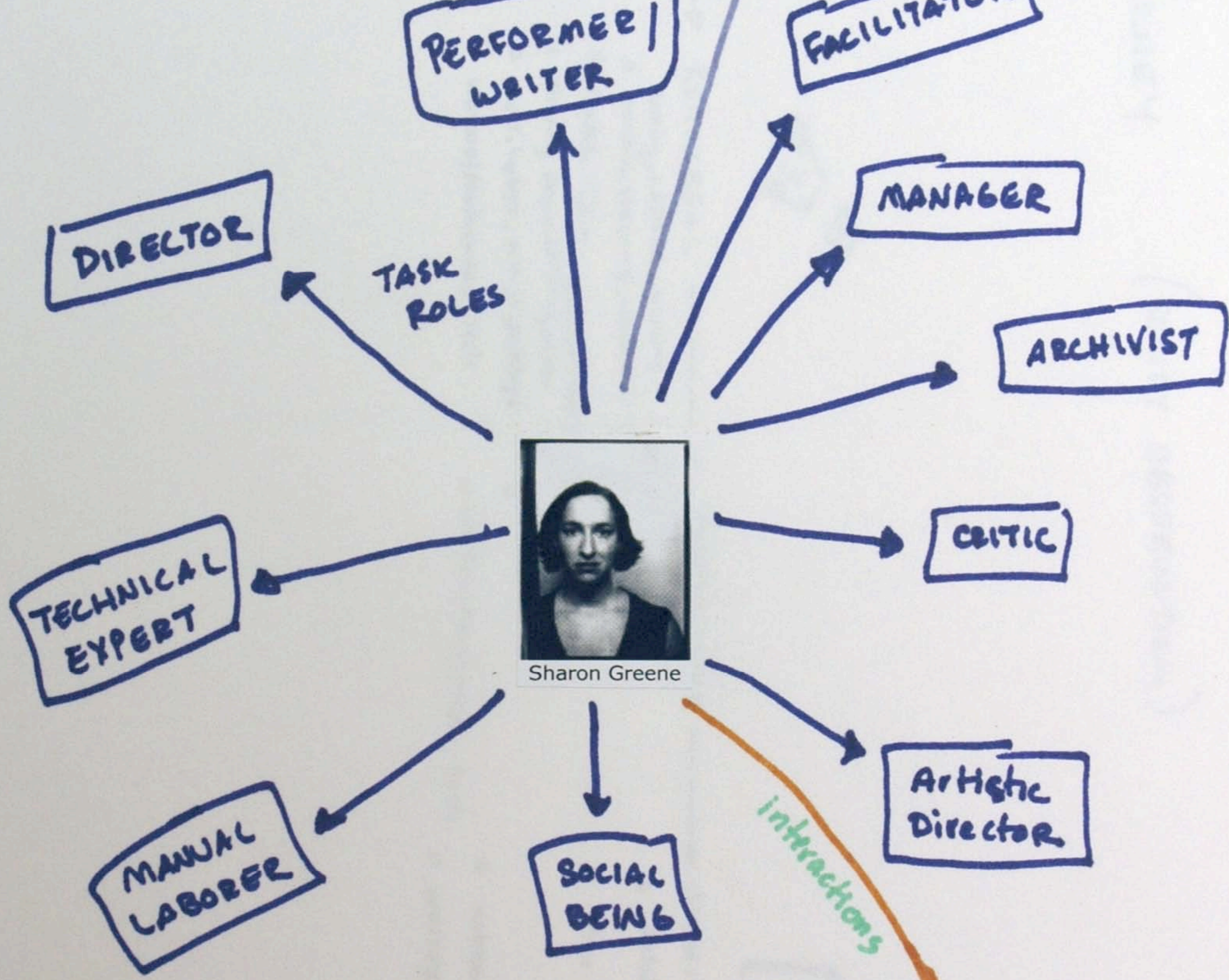
Avenue Q

| Name | | Time | Artist | Album by |
|--|----------|------|------------------------|----------|
| <input checked="" type="checkbox"/> The Avenue Q Theme | EXPLICIT | 1:03 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> What Do You Do with a B.A. in English?/It S***s to Be Me | EXPLICIT | 5:56 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> If You Were Gay | EXPLICIT | 2:31 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> Purpose | EXPLICIT | 2:28 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> Everyone's a Little Bit Racist | EXPLICIT | 5:28 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> The Internet Is for Porn | EXPLICIT | 2:59 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> Mix Tape | EXPLICIT | 3:36 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> I'm Not Wearing Underwear Today | EXPLICIT | 0:29 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> Special | EXPLICIT | 2:36 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> You Can Be As Loud As the Hell You Want (When You're... | EXPLICIT | 2:42 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> Fantasies Come True | EXPLICIT | 4:19 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> My Girlfriend, Who Lives in Canada | EXPLICIT | 1:18 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> There's a Fine, Fine Line | EXPLICIT | 2:40 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> There Is Life Outside Your Apartment | EXPLICIT | 3:09 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> The More You Ruv Someone | EXPLICIT | 2:23 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> Schadenfreude | EXPLICIT | 3:05 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> I Wish I Could Go Back to College | EXPLICIT | 2:09 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> The Money Song | EXPLICIT | 5:01 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> School for Monsters/The Money Song (Reprise) | EXPLICIT | 2:00 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> There's a Fine, Fine Line (Reprise) / What Do You Do wi... | EXPLICIT | 1:44 | Original Broadway Cast | Avenue Q |
| <input checked="" type="checkbox"/> For Now | EXPLICIT | 3:12 | Original Broadway Cast | Avenue Q |

The tips.



**Cross-train the
entire team.**

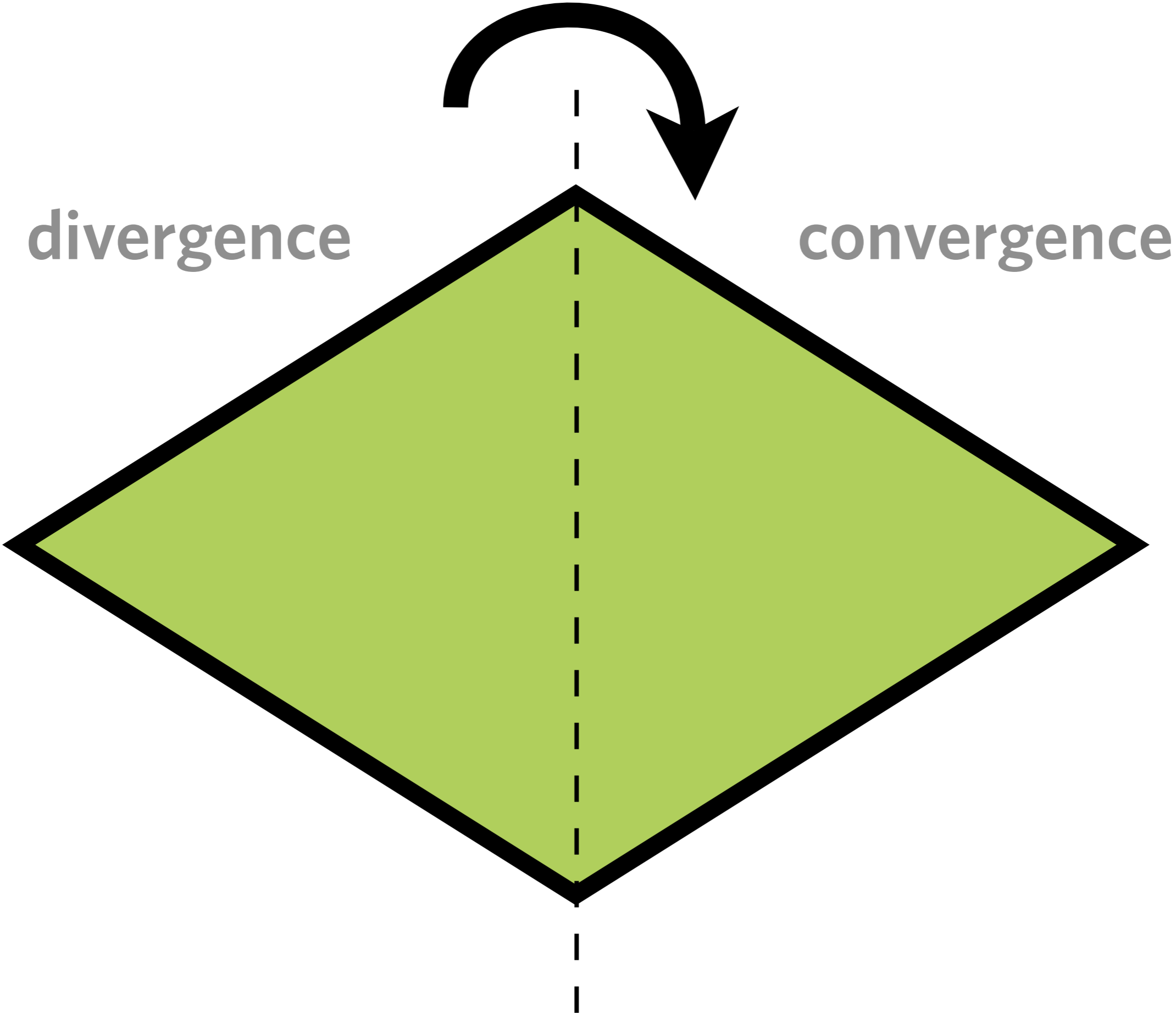


2.

Rotate creative
leadership.

3.

Actively turn
the corner.



3.

Actively turn
the corner.

4.4.

Know your
roles.

5.

Practice as a
team.

6.

Make your
mission
explicit.



Kill your
darlings *softly*.

8.

Leadership is a
service.

9.

Generate projects
around creative
interests.

10.

Remember
your audience.



11.

Celebrate
failure.

Thank You!

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