

# 10 tools

for managing a creative environment

**Bryan Mason**, *chief operating officer*

**Sarah B. Nelson**, *design strategist*

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for managing a creative environment

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**Sarah B. Nelson**, *design strategist*



Bryan



**Sarah**



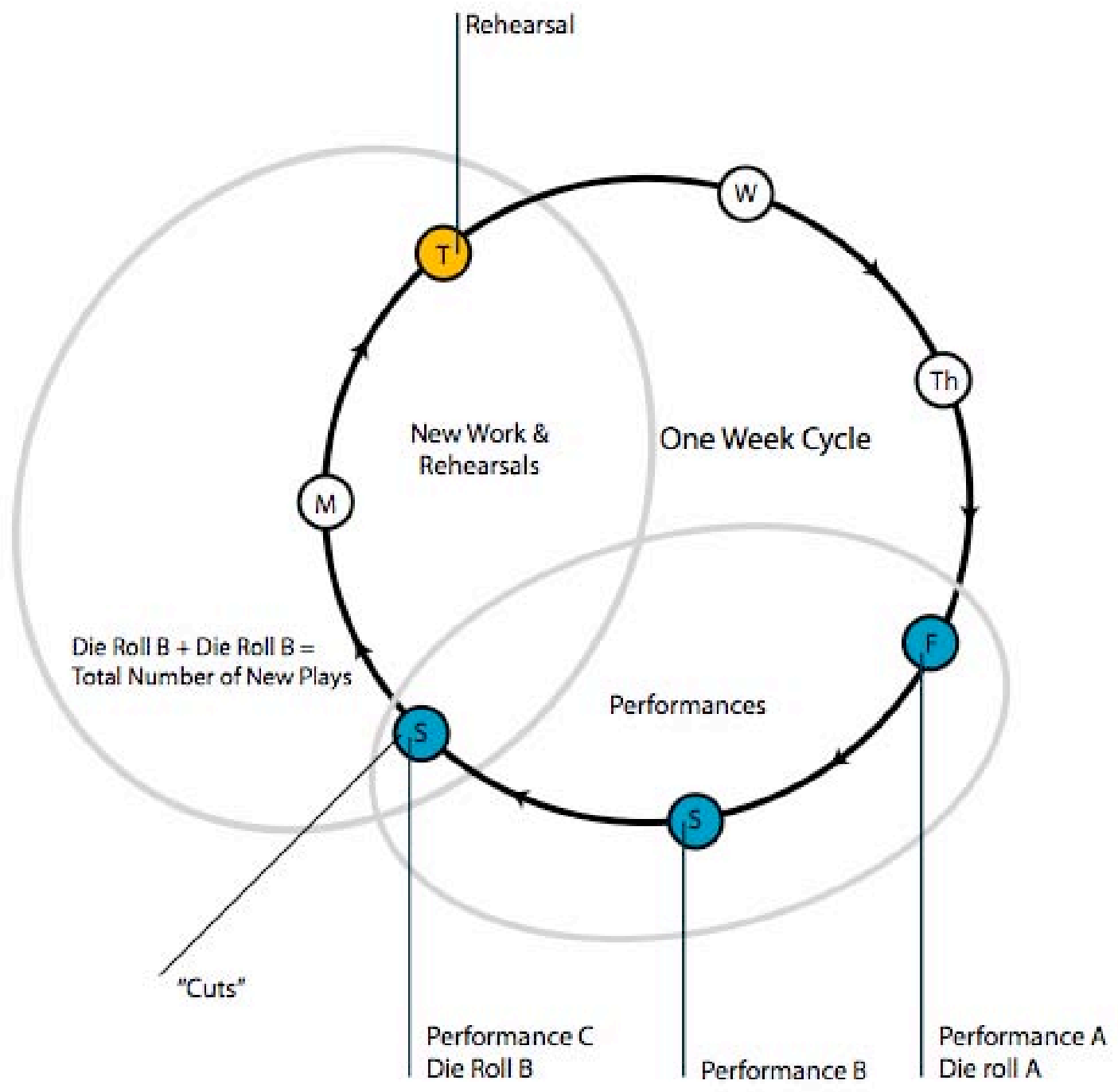
**Sarah**

# 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



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



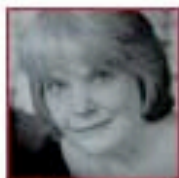
JOHN MALKOVICH



RONDI REED



LOIS SMITH



JON HILL



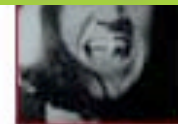
TINA LANDAU



MARIANN MAYBERRY



MOLLY REGAN



RICK SNYDER



TIM HOPPER



MARTHA LAVEY



JAMES VINCENT MEREDITH



ANNA D. SHAPIR



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

CMP

Solutions for Internet Professionals Sept 20

# webtechniques

DATA MANAGEMENT  
finding the piece that fits

**Web Techniques/  
New Architects**

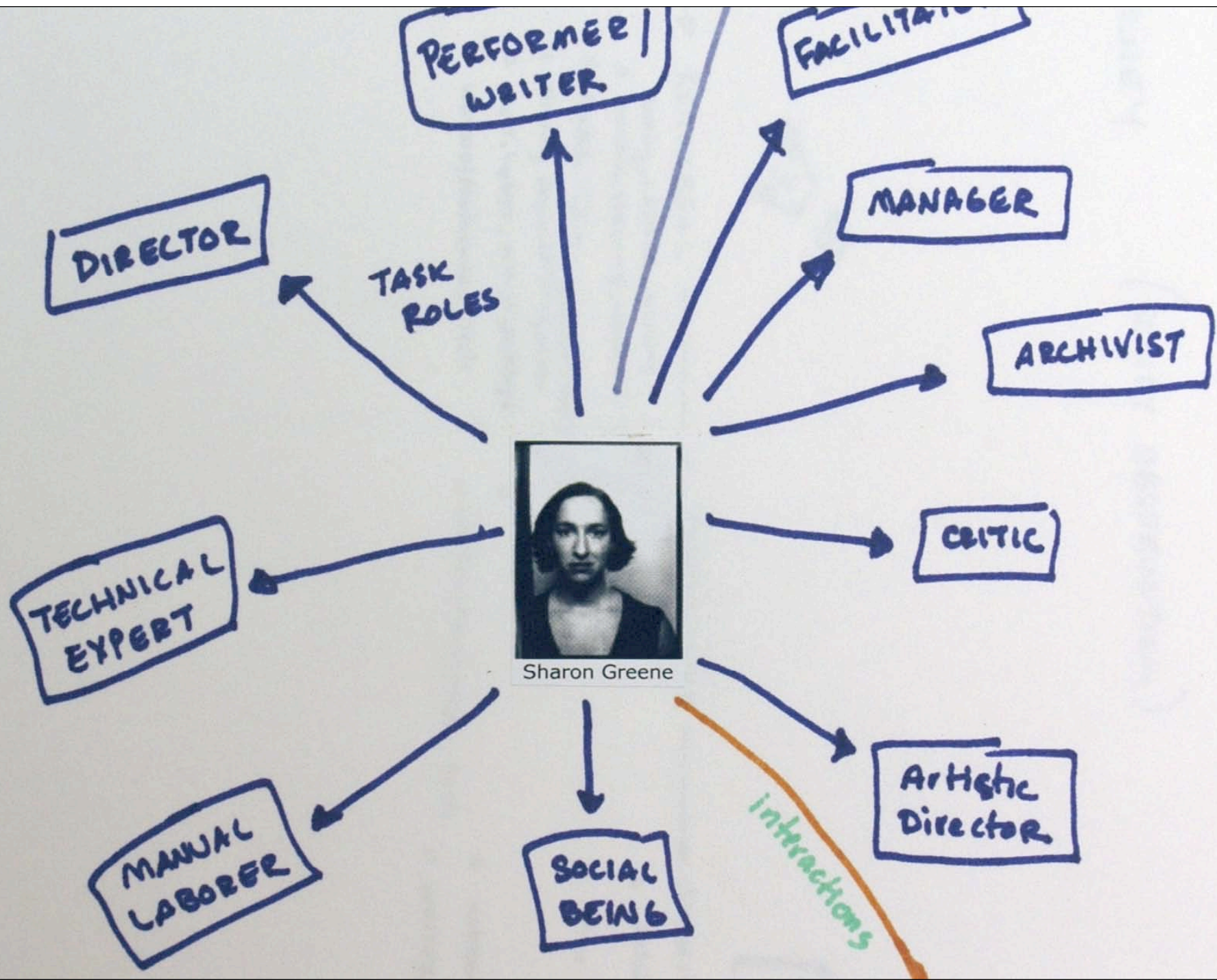
**The tips.**

1.

**Cross-train the  
entire team.**



Sharon Greene



2.

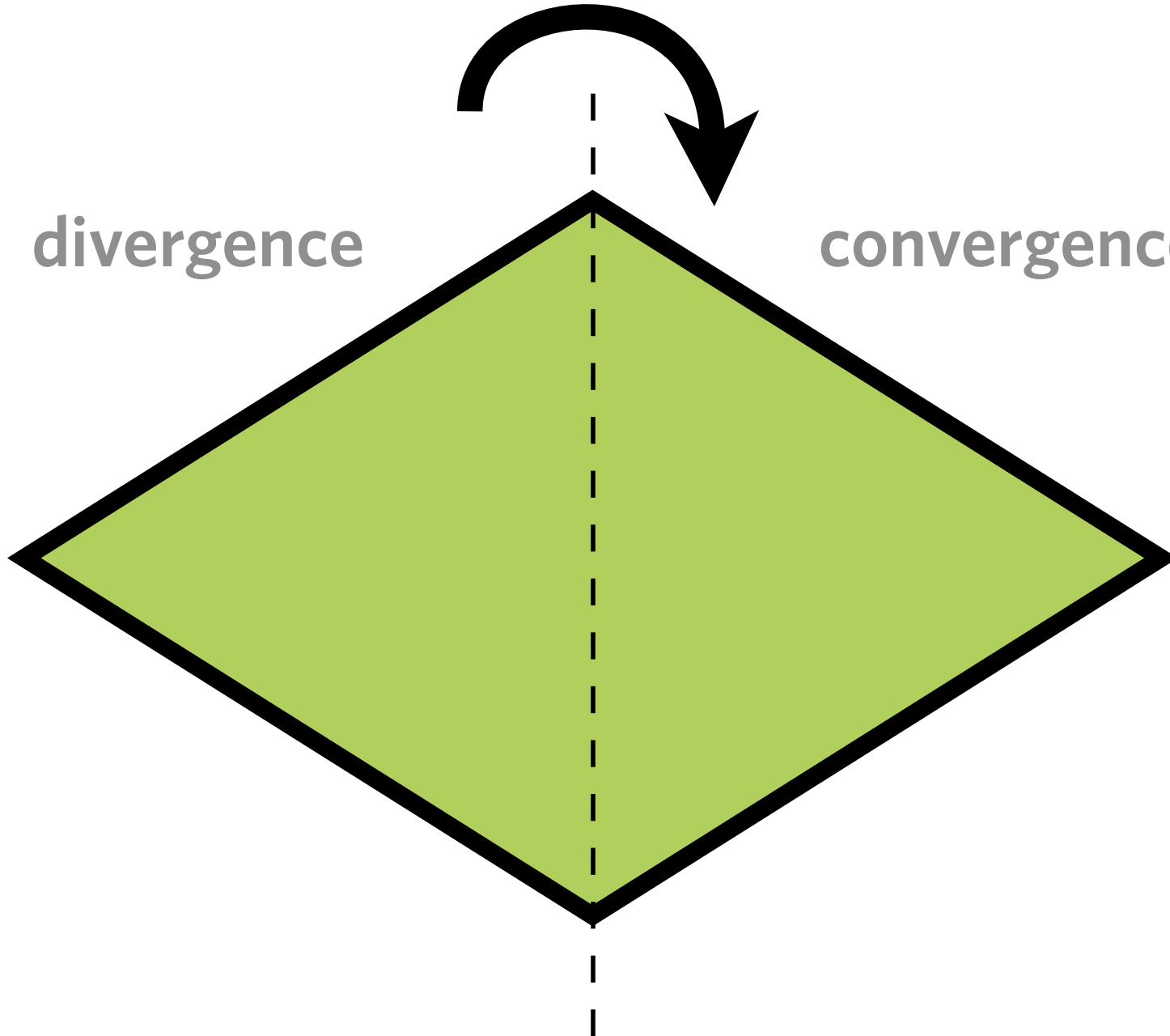
Rotate creative  
leadership.

3.

Actively turn  
the corner.

divergence

convergence



3.

Actively turn  
the corner.

4.

**Know your  
roles.**

5.

Practice as a  
team.

6.

**Make your  
mission  
explicit.**

7.

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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[sarah@adaptivepath.com](mailto:sarah@adaptivepath.com)