

How to get better creative work from your agencies

- 1. Tame the Crazy-makers.** Julia Cameron's word. Each company has them. Self-important Tasmanian devils who frenzy into rooms, thrust their status at people, and leave.
- 2. Don't brief and run.** Don't phone in a brief. Don't brief and then disappear for two weeks. Think. Take responsibility. Or write the brief with your agency.
- 3. Reveal the decision-makers.** Don't play games. When people know how decisions happen they can prepare for it. And work with the decision-makers.
- 4. Avoid team sprawl.** Good talent flees team sprawl or they send people to sit and take the mess in the face while they stay in the office.
- 5. Bring the right people into the room.** If people who do the work aren't in the room it's because your meetings aren't useful or the agency is keeping people out.
- 6. Learn your team.** Take an interest in their side projects. Understand what they're into. Invite them to bring it into their work for you.
- 7. Reduce the drama.** People who do the work and spend their late nights and weekends thinking about it don't need to waste time in meetings. Keep interactions straight forward.
- 8. Study "great work".** Read case studies. Have more than "that one thing I did ten years ago" to refer to. Share examples of work you want people to beat.
- 9. Keep feedback short.** You don't need to share every brain fart. Share feedback in one paragraph. Perhaps, answer: "What needs to happen to make this even better?"
- 10. Don't bore people.** Most marketing plans start as copy-and-paste from last time. They are difficult to get signed off. We empathize. But keep briefings short

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