



**Managing the Creative
Team When You Can't
Hang Up Their Work on
the Fridge**

May 10, 2017



Introduction



Quick Poll

Time
Management

Motivation

Criticism

Consistency

What is the most challenging part of managing the creative team member?



Fast-Paced Environment



How Has Your Team Changed?

Creative at Center

Differences While
Being Consistent



Freedom With
Accountability

Balance of
Motivation



Praise and
Recognition

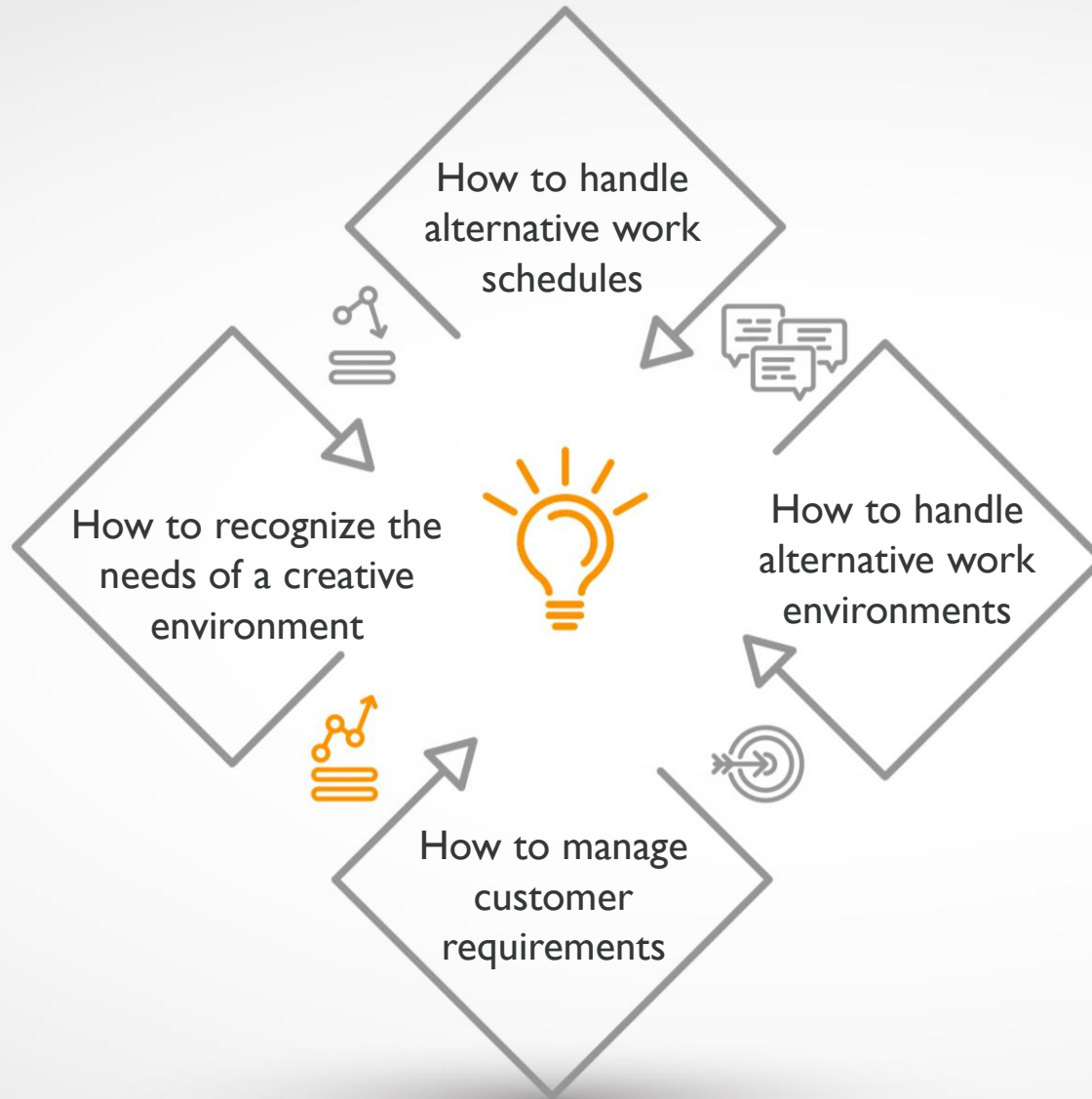


Choosing Your Battles



Freedom and Flexibility Are Important

Freedom With Accountability





NO. _____
DATE _____

Do

- ✓ Recognize that people are more productive in different environments
- ✓ Recognize that people are more productive at different times of day
- ✓ Require conformity when customer needs are not being met

NO. _____
DATE _____

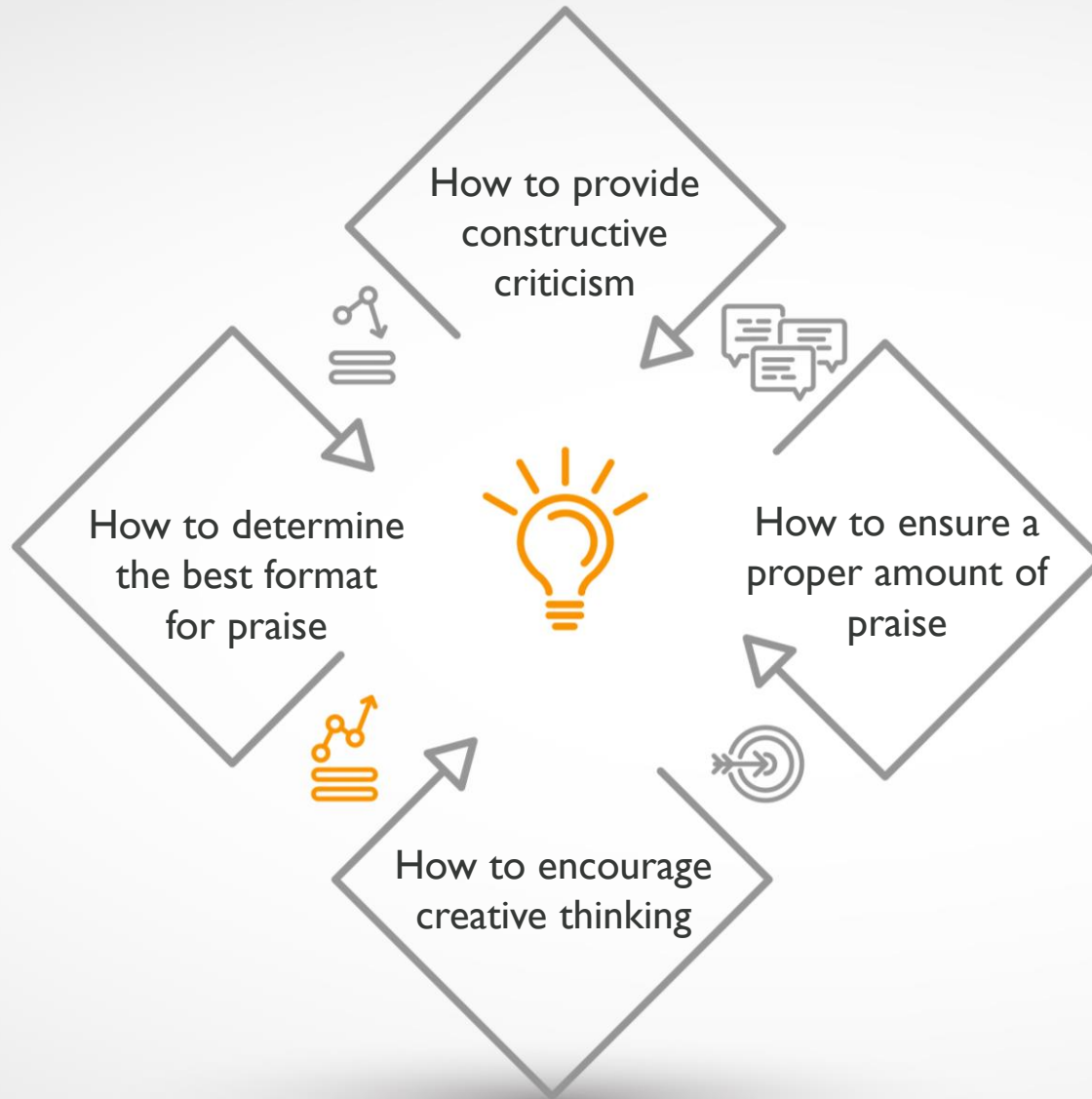
Don't

- ✗ Let accommodation of differences jeopardize customer demands
- ✗ Have rigid requirements when the team is performing at optimum level



Being Recognized Is Important

Praise and Recognition





NO. _____
DATE _____

Do

- ✓ Provide reasons and rationale for criticism
- ✓ Recognize differences and approach each team member as an individual
- ✓ Ensure each team member has a moment to shine

NO. _____
DATE _____

Don't


- ✗ Praise publicly if the team member isn't receptive to it
- ✗ Treat everyone the same
- ✗ Have your hardest worker do menial tasks because you know they will do a good job



Every Battle Is Not Important to Win

Choosing Your Battles





NO. _____
DATE _____

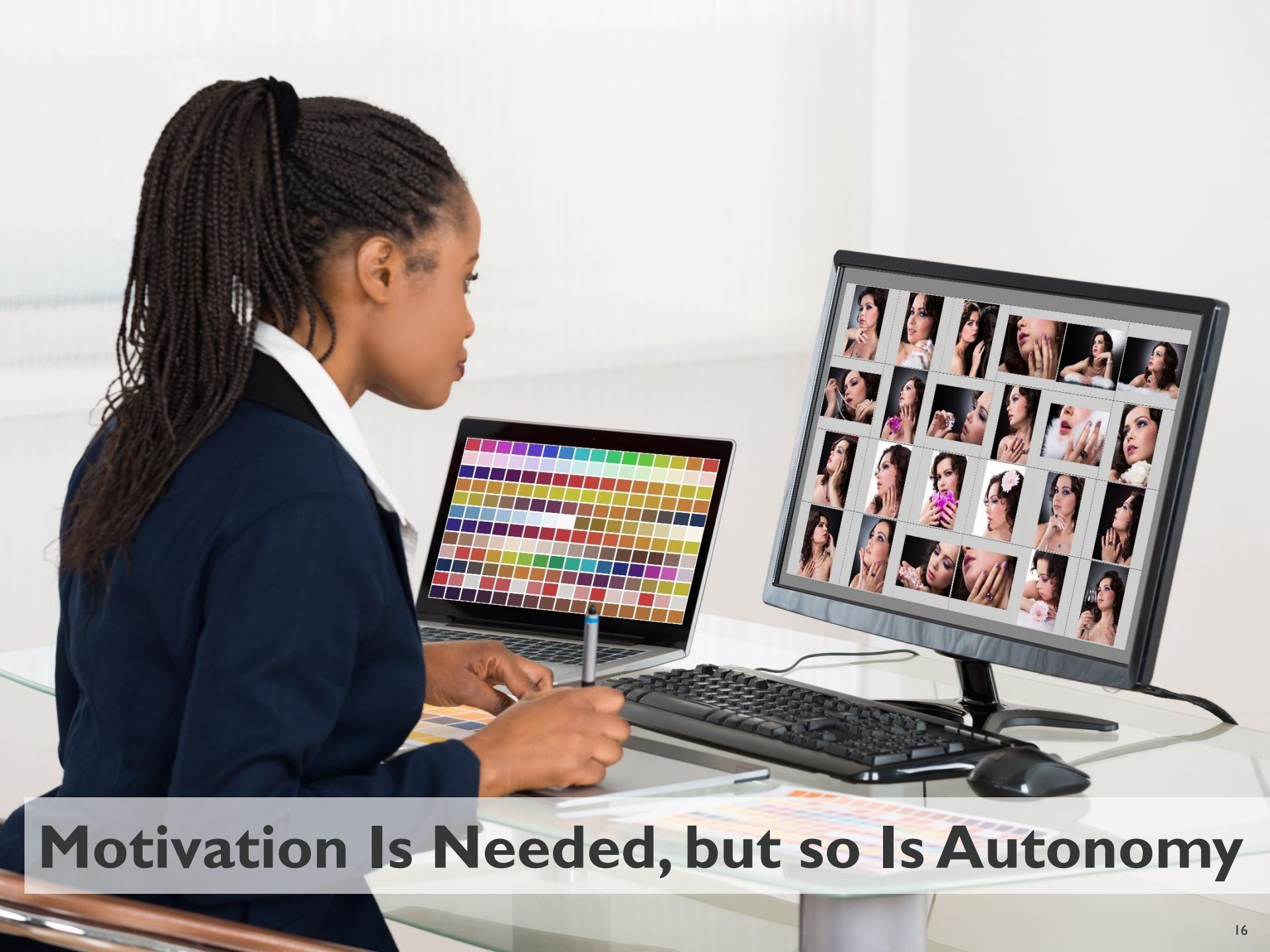
Do

- ✓ Let go of your own preferences and their preferences, and choose what is best for the customer

NO. _____
DATE _____

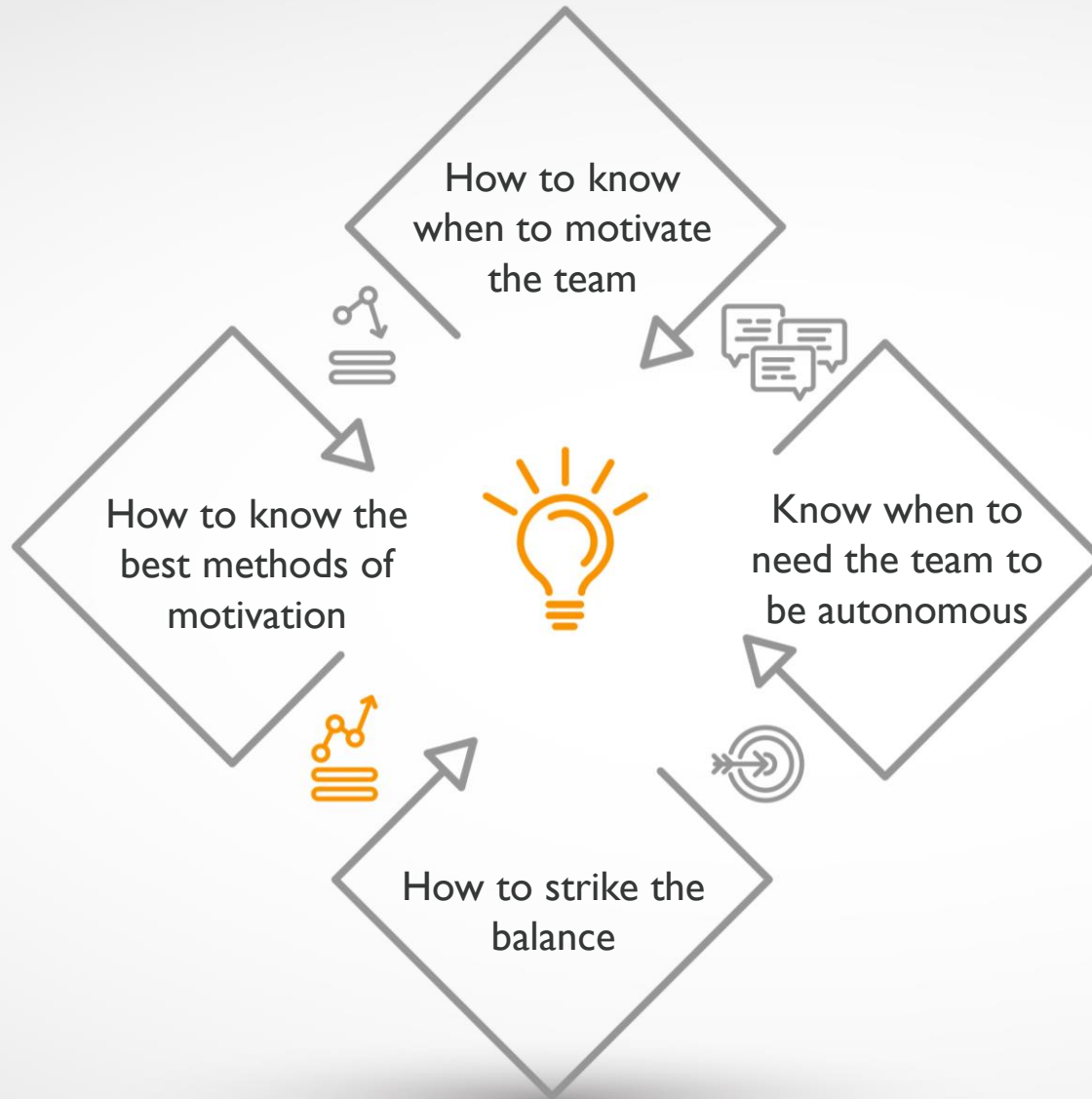
Don't

- ✗ Base your decisions around what you would do or how you were treated in the past
- ✗ Make rules or restrictions that you don't need



Motivation Is Needed, but so Is Autonomy

Balance of Motivation





NO. _____
DATE _____

Do

- ✓ Work with each team member to determine what motivates them
- ✓ Have honest conversations about the need for autonomy

NO. _____
DATE _____

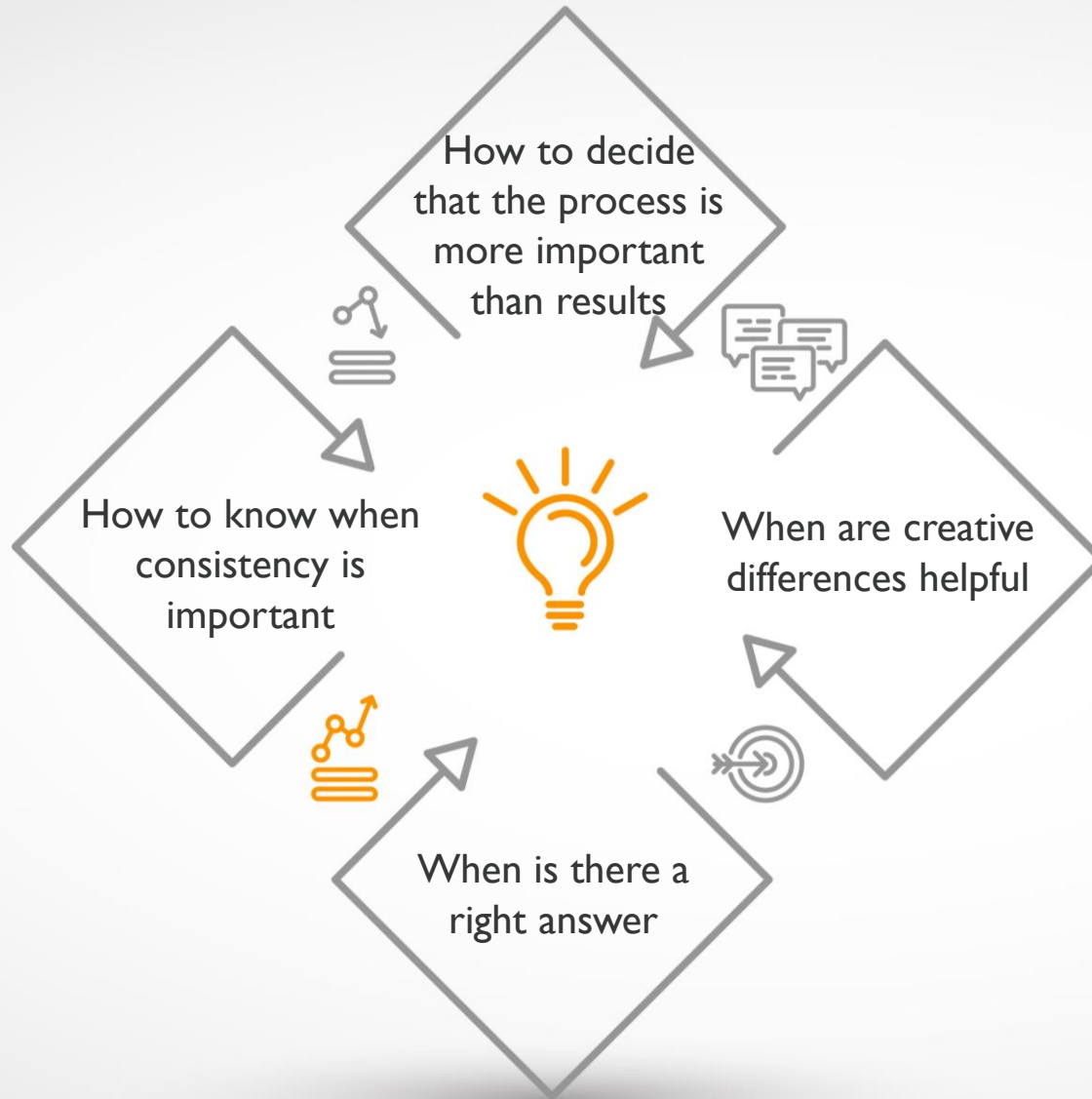
Don't

- ✗ Assume that just because the work product is good that motivation isn't needed
- ✗ Treat each team member the same with regards to motivation



Consistency Is Not Always Needed

Differences While Being Consistent





Do

- ✓ Have honest conversations when there are differences of opinion
- ✓ Make sure your opinion is backed by facts or evidence
- ✓ Balance the risk of being wrong versus the need to be right

Don't

- ✗ Take a “My way or the highway approach”
- ✗ Need to always win the argument

Creative at Center

Differences While
Being Consistent



Freedom With
Accountability

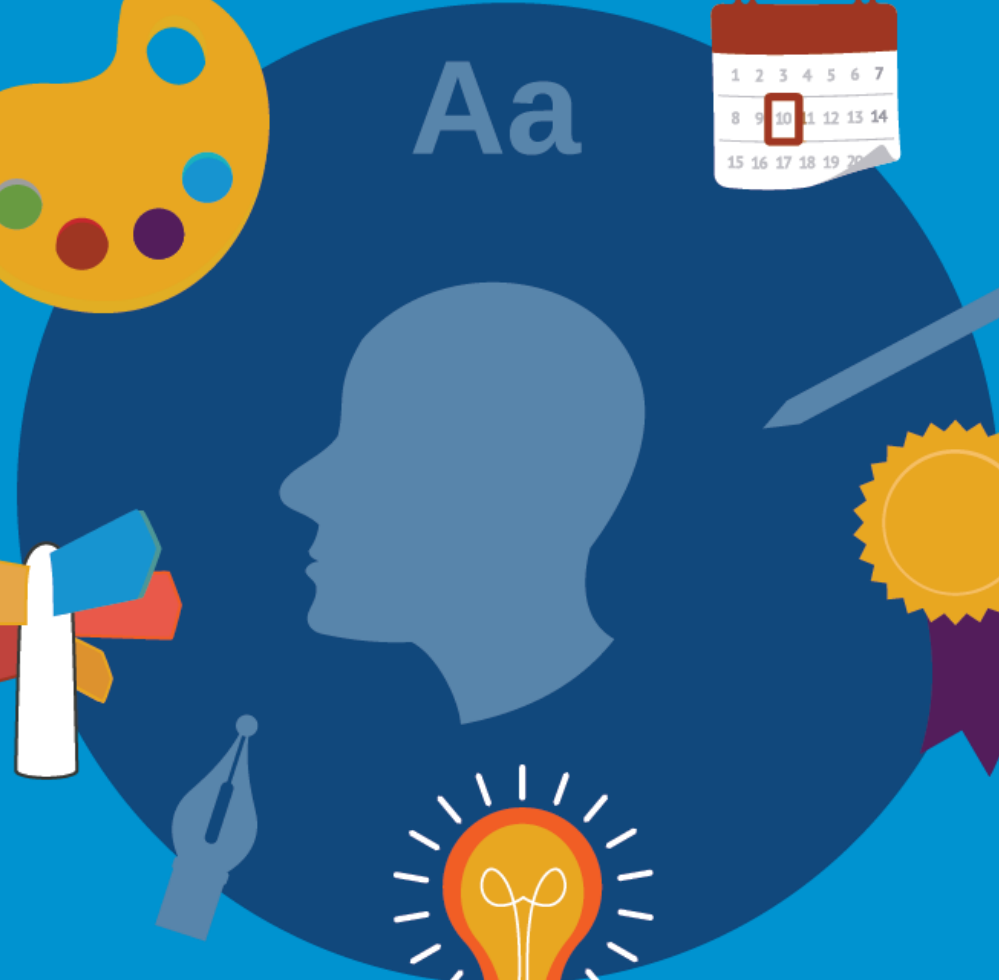
Balance of
Motivation



Praise and
Recognition



Choosing Your Battles





What Challenges Did We Miss?

Sheri D. Weppel

Director

swepel@gpstrategies.com



O: 484.363.2519
M: 484.949.1354

www.gpstrategies.com

