

Only a few decades ago, ad agencies had a pivotal seat at the client's business strategy table. Their hook? Different thinking, great ideas. Then they gave it away. How? They started selling ads instead of ideas and focused on providing advertising instead of business solutions. As a result agency status dropped from partner to supplier and clients went elsewhere for insights and ideas.

Clients now complain that their agency's ideas aren't relevant to their core strategies – agency people just don't have the business acumen. The financial impact of this trend has been crippling: consulting houses command a 20-50% margin while ad agencies – once comfortable at 15% – now struggle to make 8%.

But the tide is turning. It is widely accepted that creativity and thinking differently are the key determinants of success in the coming decade. So how can agencies reclaim their stake?

- By having better thinking supported by better structures generating better conversations.
- By showcasing creative and strategic thinking founded on rigour as well as innovation.
- By using structures, processes and models that clearly demonstrate the agency's unique approach and facilitate great ideas.
- And most importantly, by having conversations about the value of these ideas at a **business** rather than advertising level.

## **Step up your thinking – and your results!**

### **Join us at 2013 Innovation Mindset Workshops with Mo Fox**

#### **Benefits to you, of the workshop**

- Have higher level, commercially valuable conversations with clients
- Catapult your strategic skills to a new level
- Navigate wicked (or seemingly intractable) problems and briefs
- Think like a true artist and innovator
- Generate insights and ideas that really kick butt and spark great creative and business outcomes

#### **About Mo Fox**

Mo is an accomplished artist and hybrid thinker with 15 years international experience in advertising and 10 as a strategic consultant working on clients as diverse as Toyota, IKEA, Kellogg and CBA. She is an expert in branding, creative thinking and applied creativity, specialising in facilitating rapid breakthroughs in solving complex problems and idea generation. A highly engaging speaker and trainer, Mo helps people to think differently and tap into their innate creativity to create strategic business outcomes.

For more information on Mo Fox go to <http://www.mofox.com/> All course content ©mofox November 2012

## Course Outline

### Workshop 1. THE DISRUPTION OF INNOVATION

- Why innovative thinking is harder than it sounds – why most companies say they want it and then sabotage it at every turn
- The innovation process and the innovation mindset

### Workshop 2. COMPLEX AND WICKED PROBLEM SOLVING

- Levels of problem - how to identify the beast you're dealing with
- Levels of solution and why so many solutions fail
- Framing the problem for best results

### Workshop 3. THE POWER OF AMBIGUITY

- Why ambiguity is your best friend, and why we hate it so much
- Ambiguity is where innovation and breakthroughs live — how to hunt for the fuzzy areas
- How ambiguity impacts on the advertising development process and how to manage it
- How to manage the client's ambiguity
- Why not knowing and being uncomfortable are GOOD and how to avoid premature closure
- Ambiguity and brands

### Workshop 4. EMPATHY — THE HEART OF ADVERTISING

- The neuroscience of pitching new ideas — how your brain reacts and how to work with it
- Understanding levels of need and which one you need to address
- Truly walking in the shoes of others (client and customers)
- Using the brief as a tool of seduction

### Workshop 5. DIVERSITY RULES

- Bringing your whole self to the table (mining your epistemology)
- Why diversity is key to innovation and how to build it in
- Using diversity to break unconsciously limiting assumptions

### Workshop 6. INSIGHT

- Core of all great ideas, advertising and innovation and the key to relevance
- Tools for insight:
  - Pattern hunting
  - Cluster mapping
  - Drilling for insight

## The Finer Details

### You will receive

- A welcome pack
- Full course notes/tools/templates and reference material

### Training time provided

- 6 x 3 hour lectures, over 3 months
- 1x 2hr one-on-one (Skype) coaching session
- Weekly activities to complete
- **TOTAL of 20+ hours**

### Training dates and times

- Starting 12<sup>th</sup> March 2013, every second Tuesday between 8-11am
- Final 2 hour Skype personal coaching session can proceed the week after or at another mutually convenient time

### Location

- TBA – North Sydney location

### Cost

- \$4,950
- Ask us about a group discounts