



# CREATE GROWTH

1

Welcome

---

**CREATE  
GROWTH**



Lucia's  
WORLD



Carla  
Speight & Co  
*Management, Events & Public Relations*

TPLS  
SOLUTIONS



All Together



Em  
iko






  
SoSquared





# An eclectic mix united by a creative focus

 Animation	 Digital	 Marketing / Social
Architecture	Events	Music Production
Artists	Fashion & Jewellery	Performance Art
Culture / Community Copywriting	Film / Videography	Photography
Design	Galleries / Museums	PR
	Gaming	Publishing
	Interiors	Web3





From the Director of  
*'THE NIGHTMARE BEFORE CHRISTMAS'*

# Coraline

An Adventure  
Too Weird for Horror



THE SUNDAY TIMES NO. 1 BESTSELLING AUTHOR

# NEIL GAIMAN

## AMERICAN GODS

'Original, engrossing  
and endlessly inventive'  
GEORGE R. R. MARTIN

Now a TV  
series on  
Amazon Prime  
Video

AMAZON ORIGINAL

# GOOD OMENS



CLAIRE DANES WITH MICHELLE PFEIFFER AND ROBERT DE NIRO

# STARDUST

THE NO. 1 SUNDAY TIMES BESTSELLER

# NEIL GAIMAN



'Gaiman assumes the role  
of fireside bard, inviting  
us to sit close on a  
chilly winter's night  
and chuckle and wonder  
along with him'  
FINANCIAL TIMES

'Powerful'  
THE TIMES

'Gripping'  
IRISH TIMES

# NORSE MYTHOLOGY

BLOOMSBURY



"...and what happened next?"



**So...**

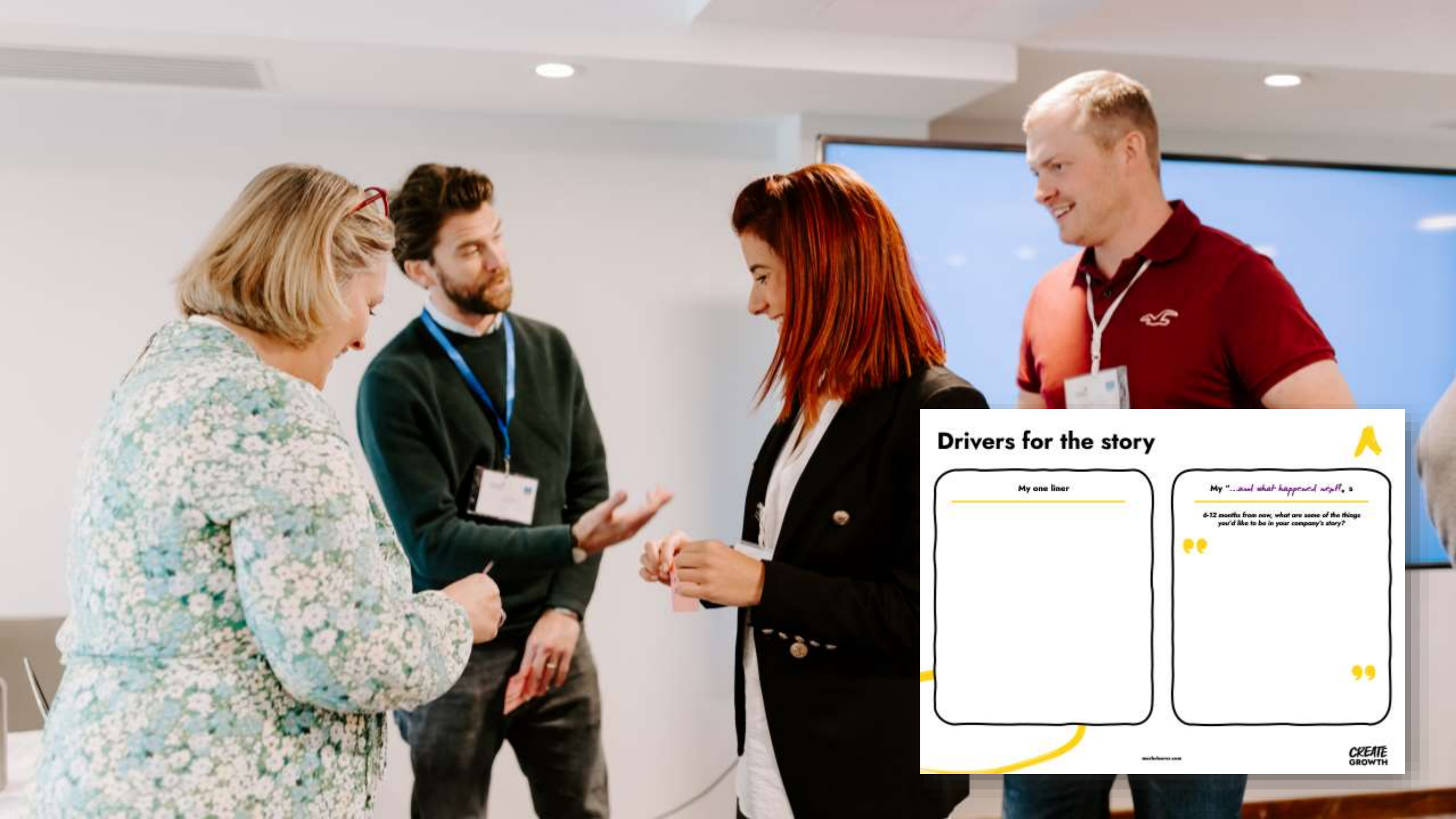
ONE / TWO

---

If you could offer the best of what  
**you've learned in a one-liner** that rest  
**of the world would see...**

Imagine the period 6-12m from now  
**is your next chapter...**

What would you love some of your  
*"...and what happened next?"*'s to be?



## Drivers for the story

My one liner

My "...and what happened next," is

6-12 months from now, what are some of the things you'd like to be in your company's story?







**MUCHCLEARER**  
**DO LESS... BETTER**





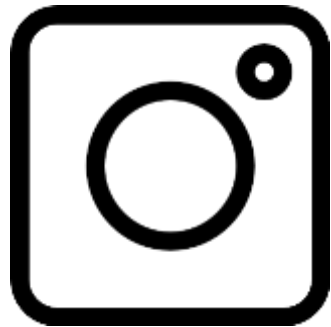
**So let's get into it**

---





**#creategrowthmanc**





**Toilets / Fire Alarms**



**Photos / Video**



**No  
devices**

**Ask Q's as  
we go**





**Share & Learn**

**Be reassured... you will get a resource site with ALL the slides / handouts**



# Our Aims

---





# Our goals for the 'course'

**Giving everyone the 'luxury'  
of time to reflect & connect**



**Offer some frames, methods  
and big ideas for thinking afresh**



**Build some confidence and hope  
around what's next for you**



# Our Journey Together



Today

**Day ONE**

Next Week



**Day TWO**

Autumn



**CLINICS**



# Our Journey Together

Today



## Day ONE

	Welcome / Intros	9.30
1	Creating Value	
	Break	
2	Standing Out	
	Lunch	12.45ish
3	Winning Talent	
4	Real World Leadership	
	Break	
5	Overcoming Barriers & Tensions	
	<b>What's Next / Close</b>	4.30ish

# Our Journey Together

Next Week

**Day TWO**

}

	Welcome / Intros	9.30
1	Attracting Cash	
	Break	
2	The Experiments to Grow	
	Lunch	
3	Sprinting in the Market	
	Break	
4	Our Story and the Plan	
	<b>What's Next / Close</b>	4.30

# Our Journey Together



**DEEP DIVE  
CLINICS**

Autumn

AM

**Driving  
Revenue!**

3h

**Battling  
Overwhelm!**

3h

PM

**Cringe-free  
Selling!**

3h

**Confidently  
Raise!**

3h

All ok to  
get going

---





1

# Creating VALUE

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**CREATE  
GROWTH**

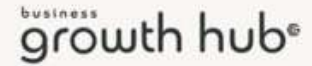




# Sean Sankey



20 years working across agencies, startups and blue-chip tech in leadership roles around service delivery, change, sales, strategy and growth.



If we want to

If we want to

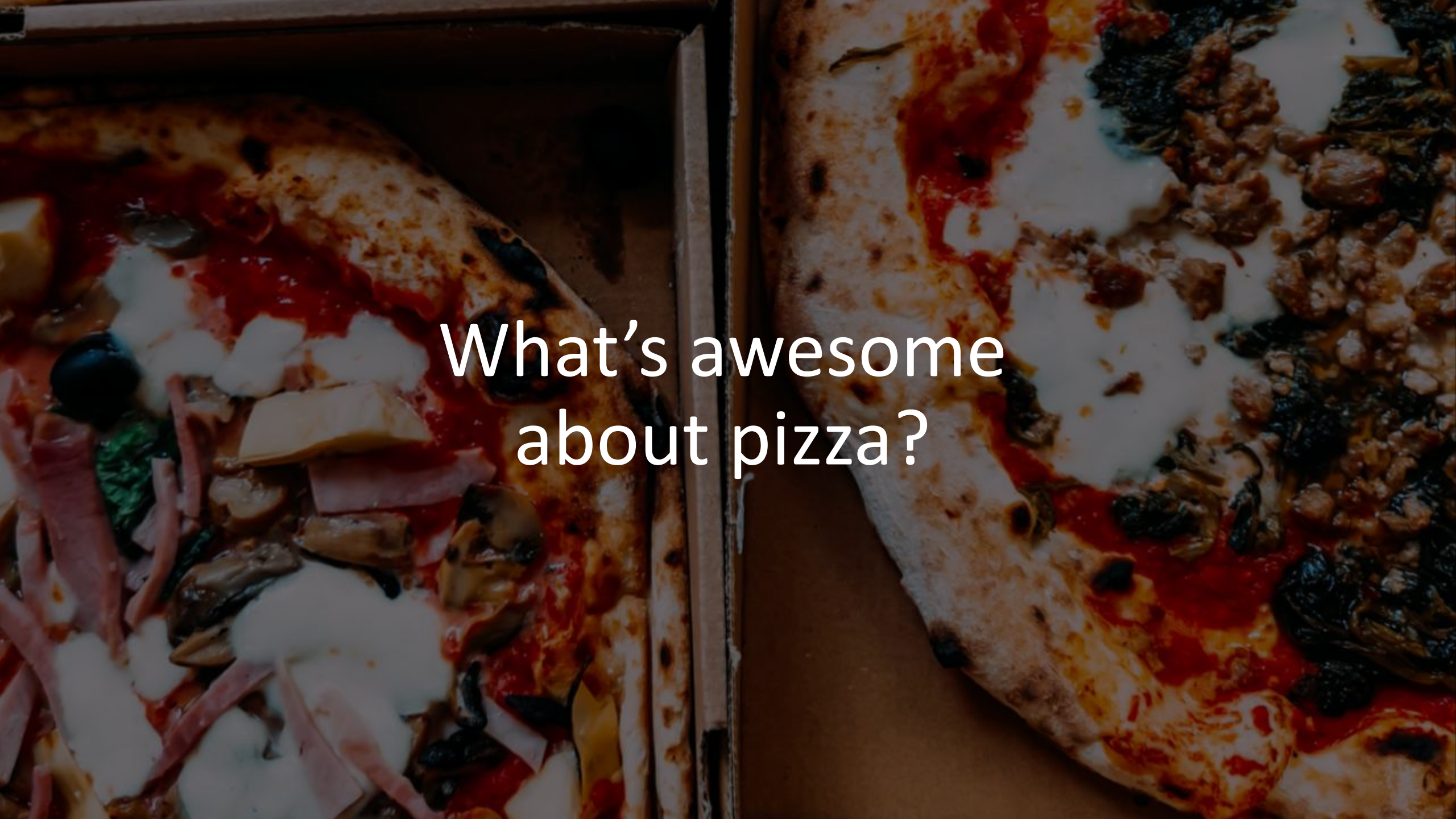
- ...Win new biz**
- ...Secure funding**
- ...Raise investment**
- ...Attract Talent**
- ...Feel Rewarded**

**Then we need to lift  
our sights beyond  
“we do X”**

If we want to

- ...Win new biz**
- ...Secure funding**
- ...Raise investment**
- ...Attract Talent**
- ...Feel Rewarded**

**It's about  
strengthening our  
narrative around the  
value of what we do**

The image shows two pizzas in cardboard boxes, viewed from a top-down perspective. The pizza on the left is topped with a variety of ingredients including sliced mushrooms, green olives, slices of ham, and melted white cheese. The pizza on the right features a thick layer of ground meat, dark leafy greens, and melted white cheese. The text "What's awesome about pizza?" is centered over the two pizzas in a white, sans-serif font.

What's awesome  
about pizza?

The image shows two pizzas in cardboard boxes, viewed from a top-down perspective. The pizza on the left is topped with a thick layer of white cheese, sliced mushrooms, sliced ham, and a few dark olives. The pizza on the right is topped with a thick layer of white cheese, a generous amount of ground meat, and dark leafy greens. The text "How might we define Value?" is overlaid in the center of the image in a white, sans-serif font.

How might we  
define Value?

How can we define  
Value?

"The ROI we  
generate"

"The community  
we create"

"The ESG / QoL  
imprint we make"

"The way it makes  
you feel"

# How might we define Value?



The screenshot shows the website for the Centre for Cultural Value. At the top left is the logo 'CENTRE FOR CULTURAL VALUE'. To the right are navigation links: 'Sign up', 'About', 'Our work', 'Events', 'Resources', 'Funding', and 'News & views', along with social media icons and a search icon. Below the navigation is a blue horizontal bar with the following menu items: 'Evaluation principles', 'Beneficial', 'Robust', 'People-centred', and 'Connected'. The main content area features a large photograph of four people in a dark setting, possibly a performance or rehearsal. To the right of the photo is the heading 'Evaluation principles' and two paragraphs of text. The first paragraph states: 'We want to build a shared understanding of the differences that arts, culture, heritage and screen make to people's lives and to society.' The second paragraph states: 'These collaboratively produced evaluation principles are a sharing of ideas to inform how evaluation is carried out and used in the cultural sector.' Below the text is a white button that says 'View the principles'. At the bottom of the photo area, it says 'Photo by Clarente Allord'. Below the main content is a purple horizontal bar with the word 'Introduction' on the left and a video player on the right. The video player has a red play button and the title 'How we created the evaluation principles'. Below the video player are 'Watch Later' and 'Share' buttons.

**CENTRE FOR CULTURAL VALUE**

Sign up About Our work Events Resources Funding News & views

Evaluation principles Beneficial Robust People-centred Connected

## Evaluation principles

We want to build a shared understanding of the differences that arts, culture, heritage and screen make to people's lives and to society.

These collaboratively produced evaluation principles are a sharing of ideas to inform how evaluation is carried out and used in the cultural sector.

[View the principles](#)

Photo by Clarente Allord

**Introduction**

How we created the evaluation principles

$$4 \times 3 \times 3 = 36$$



What you  
**perceive** you get

What you pay

= Value

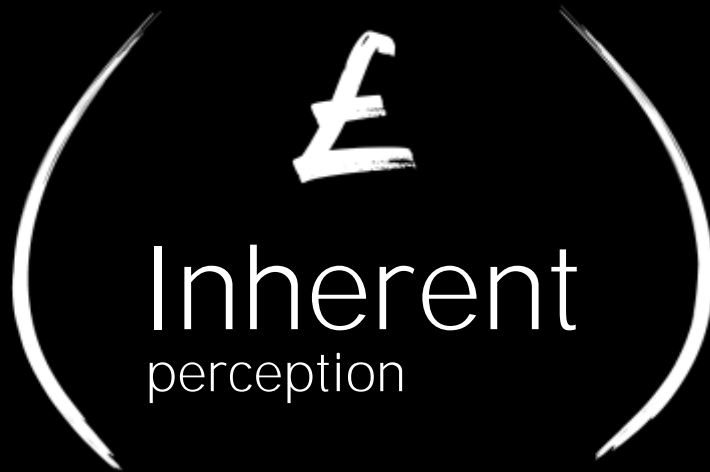




Inherent  
perception

= Value





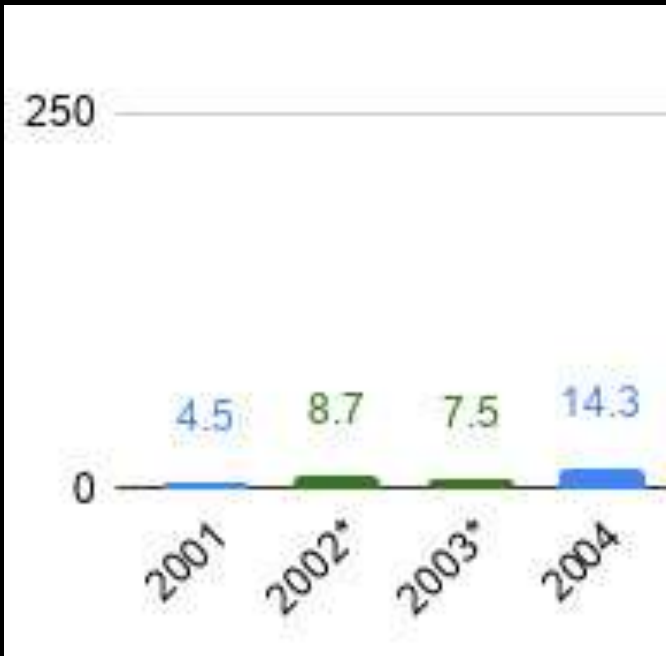
Features &  
Benefits?



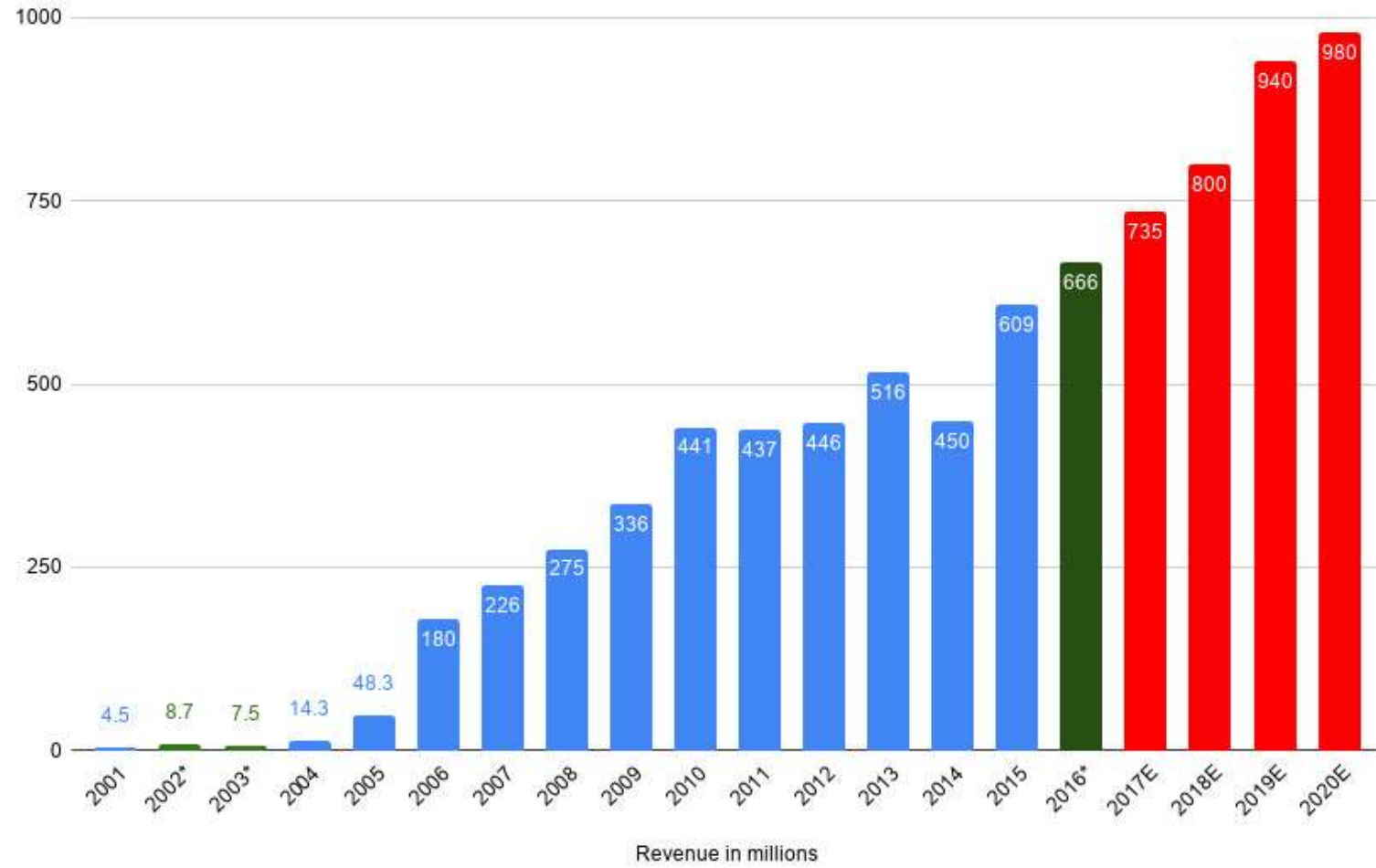
Price v  
Alternatives?







## Zuffa Total Revenue in Millions



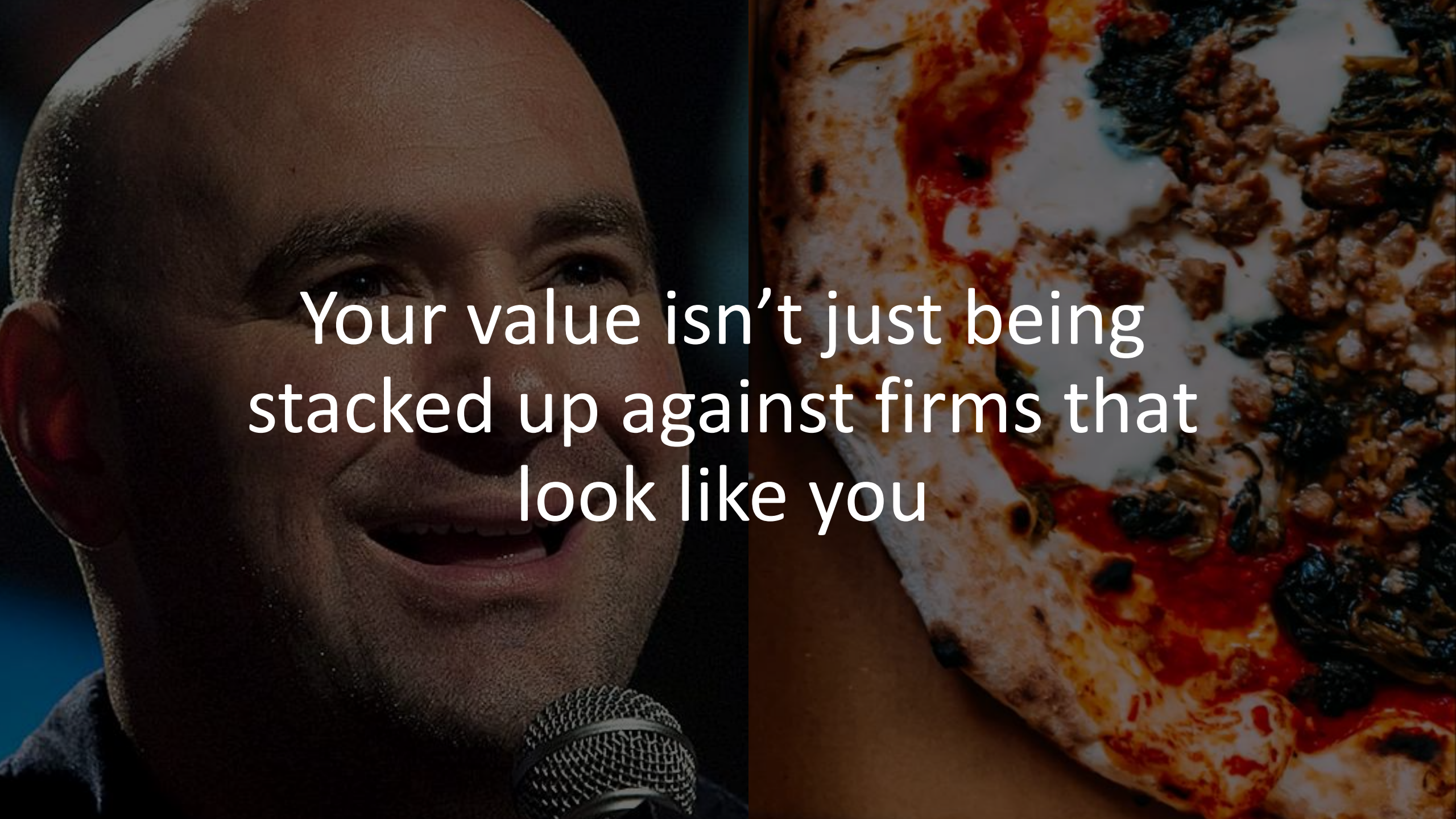


**“My job is to compete with the date you could go on, the movie you could see, the sleep you could have and make sure you know it’s worth you spending \$55 and 2 hours of your time”**

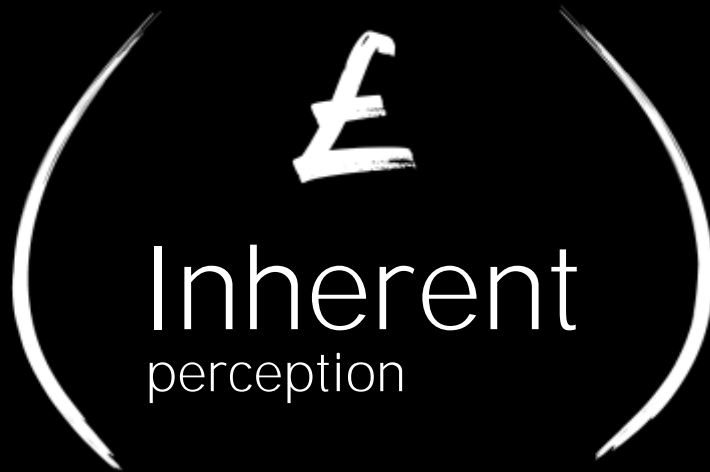




- For 2022, total revenue reached US\$5.27 billion, an increase of 3.75 per cent YoY, and adjusted EBITDA was US\$1.16 billion. Net income was US\$221.7 million for the year



Your value isn't just being  
stacked up against firms that  
look like you



Features &  
Benefits?



Price v  
Alternatives?

**So...**

So...

---

A funder / investor / commissioner puts 500k on the table if you can tell her a **really compelling value creation story... what could you say?**

---

# Inspire me with value

The Investor / Funder / Buyer

Impact  
perception



**Change**

**How significant?**

*What changes in their state / life / business do people typically see from engaging with your thing?*

**Reach**

**How many?**

*What volume of people / organisations does your offering typically reach?*

*e.g. in a project / in a year / directly and indirectly*

Inherent  
perception



**Features  
& Benefits**

**But why?**

*What are some specifics inside your offer that customers should find compelling?*

**Price v  
Alternatives**

**And why this vs that?**

*How does the typical price of your thing and the value it creates stack against other options they have?\**

*NB, NOT just your direct competitors*



= Value



Impact  
perception

+



Inherent  
perception

= Value





CHANGE

How big is the hit?



REACH

How many touched?



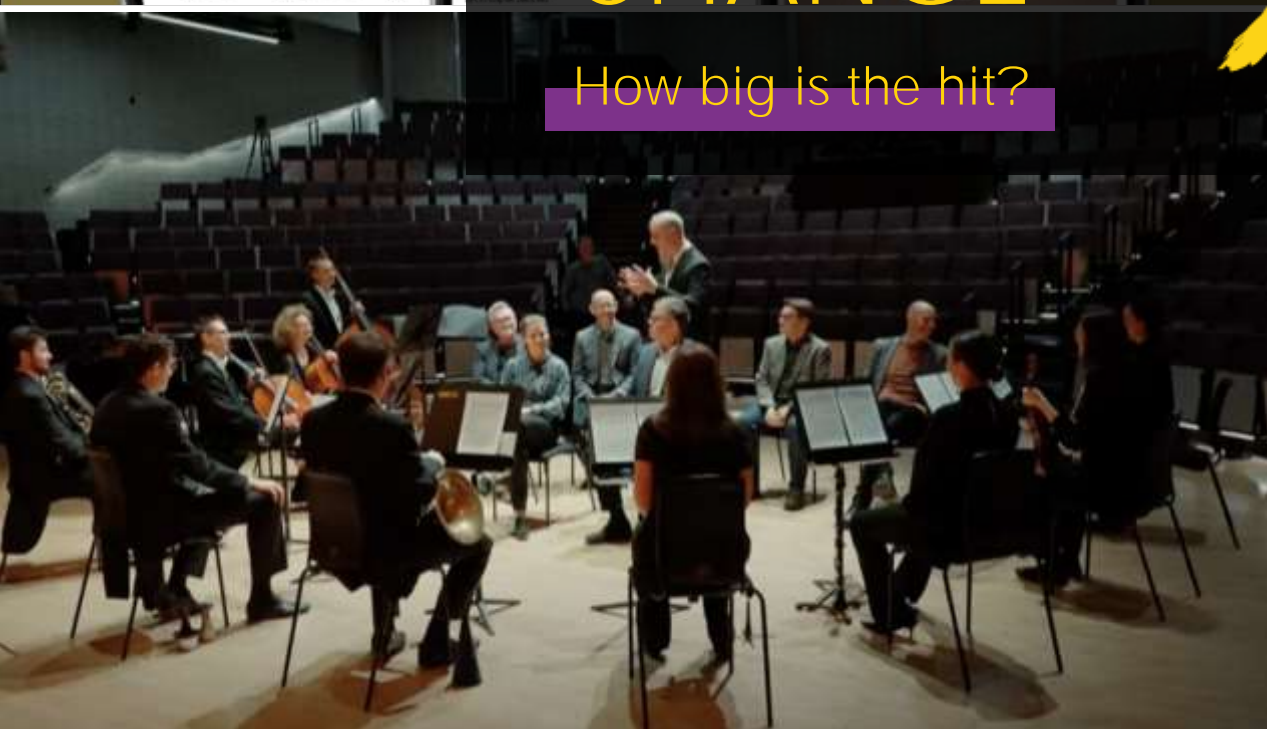
CHANGE



REACH

How big is the hit?

How many touched?



Change ~~X~~ Reach



+



= Value

Features &  
Benefits?

~~X~~

Price v  
Alternatives?

**So...**

So...

---

A funder / investor / commissioner puts 500k on the table if you can tell her a **really compelling value creation story... what could you say?**

---

# Inspire me with value

The Investor / Funder / Buyer

## Impact perception



### Change

#### How significant?

*What changes in their state / life / business do people typically see from engaging with your thing?*

### Reach

#### How many?

*What volume of people / organisations does your offering typically reach?*

*e.g. in a project / in a year / directly and indirectly*

## Inherent perception



### Features & Benefits

#### But why?

*What are some specifics inside your offer that customers should find compelling?*

### Price v Alternatives

#### And why this vs that?

*How does the typical price of your thing and the value it creates stack against other options they have?\**


*NB. NOT just your direct competitors*

# How could all this combine to give me an edge?

**Inspire me with value**

The Investor / Funder / Buyer

**Impact perception**




**Change** **How significant?**  
*What changes in their state / life / business do people typically see from engaging with your thing?*

**Reach** **How many?**  
*What volume of people / organisations does your offering typically reach?*

*e.g. in a project / in a year / directly and indirectly*

**Inherent perception**



**Features & Benefits** **But why?**  
*What are some specifics inside your offer that customers should find compelling?*

**Price v Alternatives** **And why this vs that?**  
*How does the typical price of your thing and the value it creates stack against other options they have?\**

*NB. NOT just your direct competitors*

muchclearer.com

**CREATE GROWTH**

## The Big Takeaways

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Value is built on **perception**

**Inherent** = Benefits / Price

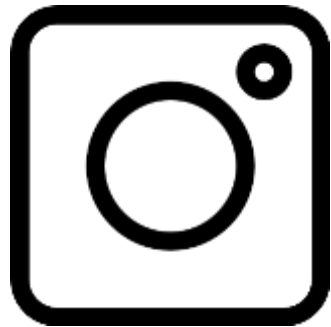
**Impact** = Change x Reach







**#creategrowthmanc**





2

**STANDING  
OUT**

---

**CREATE  
GROWTH**

**If we want to**

If we want to

**...Compete for eyeballs**

**...Remain relevant**

**...Stay memorable**

**Then we need to  
constantly sharpen how  
we're standing out**





MONTH

OCT

DAY

26

YEAR

1985

AM

PM

HOUR

09

MIN

00

DESTINATION TIME

MONTH

OCT

DAY

21

YEAR

2015

AM

PM

HOUR

07

MIN

28

PRESENT TIME

MONTH

NOV

DAY

12

YEAR

1955

AM

PM

HOUR

06

MIN

38

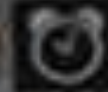
LAST TIME DEPARTED



TIME CIRCUITS



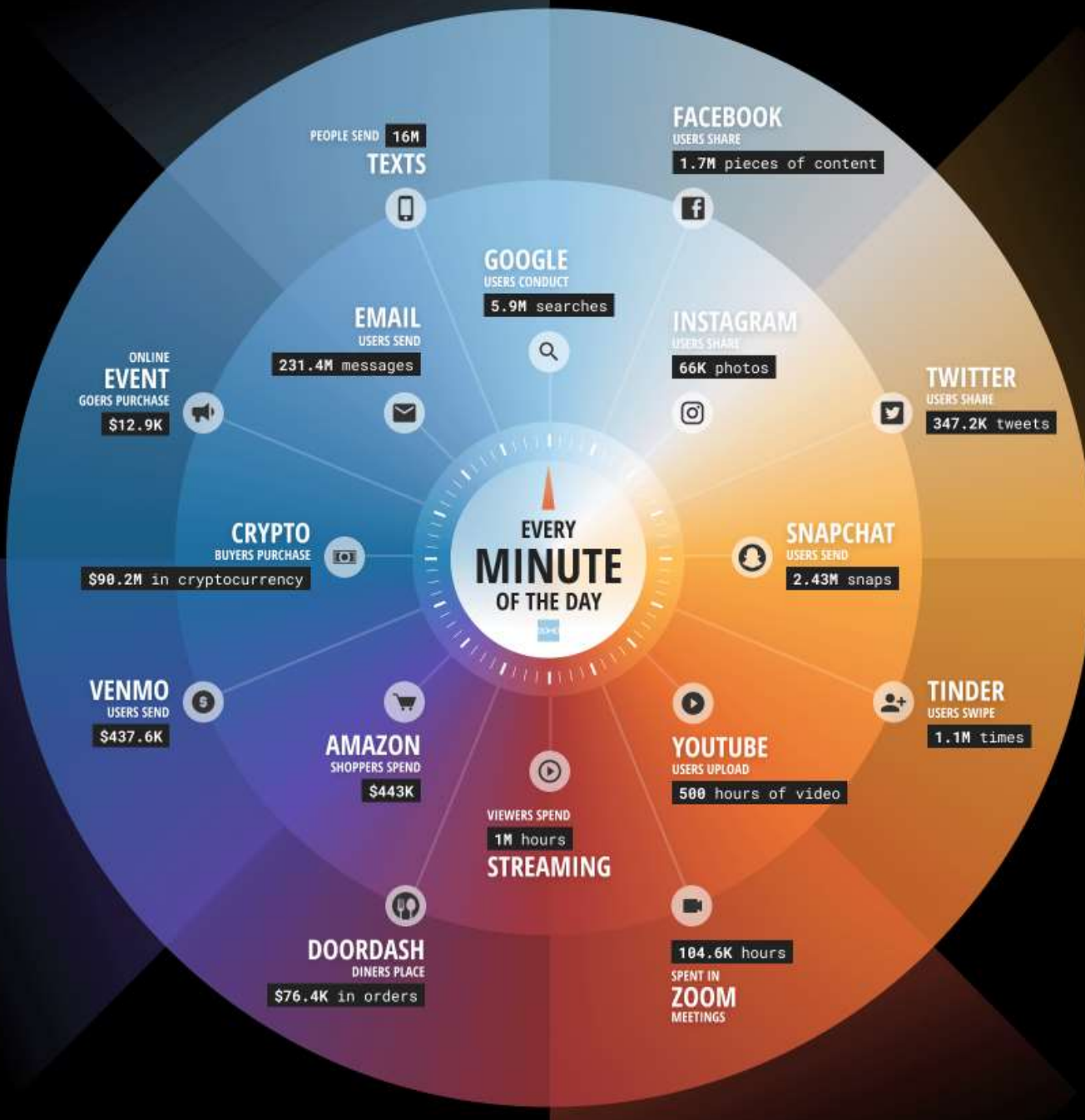
ALARM CLOCK



In 21 years  
there was a 5x  
increase in  
data



Bohn & Short, University of Southern California, 2012



4.48 billion  
social media  
users in 2022

We process 74GB  
of data a day,  
+5% YOY





OVER  
475 HOURS



ALL  
73 EPISODES



503 FULL  
PLAYS



11,863  
LISTENS



**So...**

So...

---

Tell me about a campaign  
that caught your eye

---



**Now REALLY think  
about it....**

What matters.




How can we  
make things that  
stand out?

---

**SURPRISE / EMOTION / HUMOUR / CONTROVERSY**



**SURPRISE**

A man in a white dress shirt and tie stands in a room, gesturing with his hands as if speaking or presenting. The room has wood-paneled walls and a window with vertical blinds. The text "Uber Eats" is overlaid in white on the bottom left of the image.

**Uber Eats**

**EMOTION**



**HUMOUR**





**Aldi Stores UK** 🇬🇧 @AldiUK · Mar 6  
Can't wait to get sued for having a pet aisle

**M&S** 🇬🇧 @marksandspencer · Mar 5

Introducing Curly the Puppy – man's best friend in chocolate form! 🐾  
🐶 Our adorable little pooch is made from milk and white marbled chocolate, and comes in 100% plastic-free packaging – he's the paw-fect Easter treat for a dog parent. 🍫



🇬🇧 NATIONAL EMERGENCY 🇬🇧 @GreggsOfficial cancels hot cross buns, but we're here to put them back on your Easter menu. You're welcome 🍩



**Aldi Stores UK** 🇬🇧 @AldiUK · Feb 6  
Us getting asked to scan slower at the checkout

**arianators wildin** @arianatorswildt · Feb 6

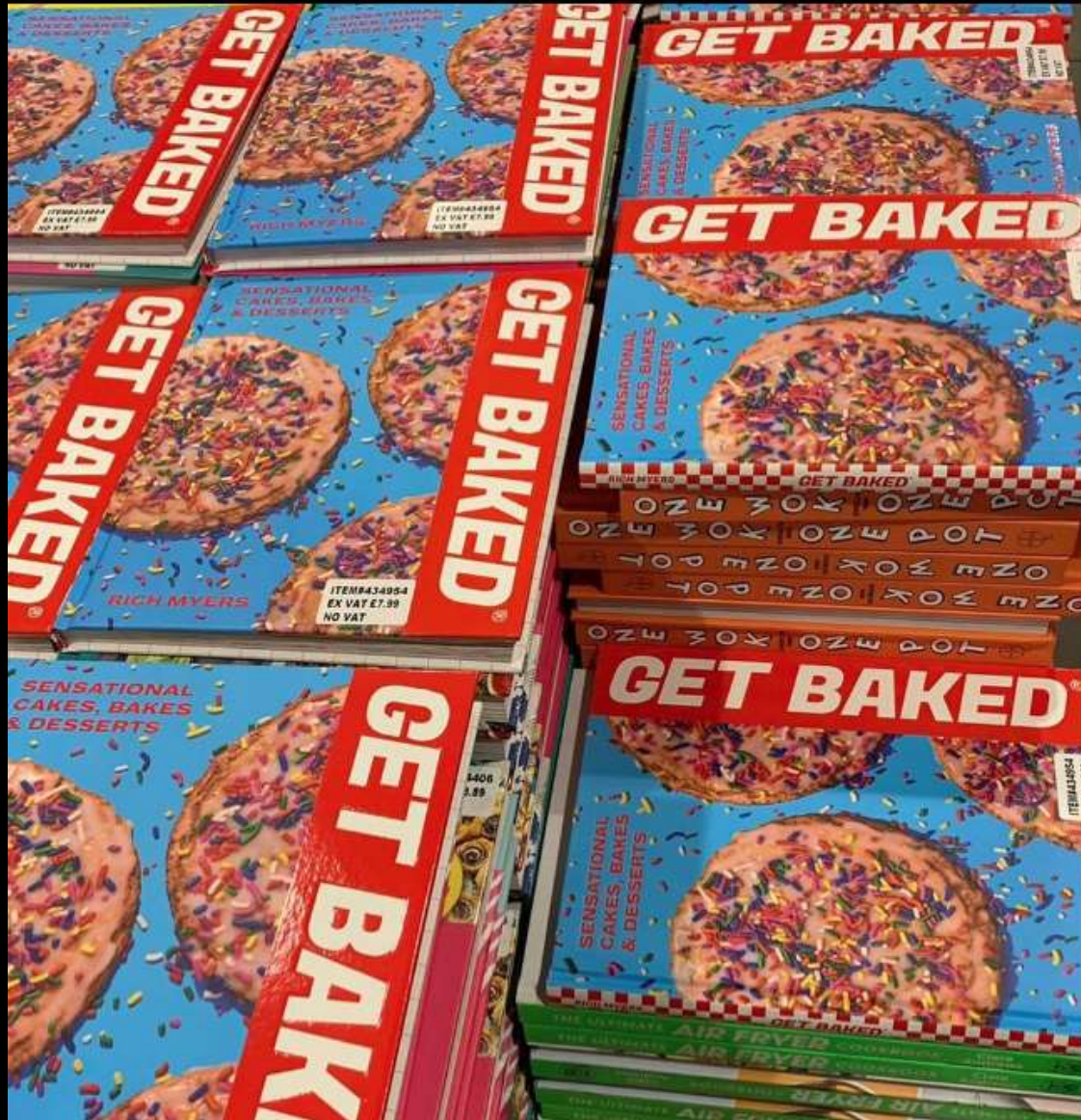
lizzo and adele's reaction to beyonce losing album of the year is so real 🤔 #GRAMMYS

[Show this thread](#)



**CONTROVERSY**





**getbakeduk**

**getbakeduk** One of our followers just sent me this.  
This is what true supporters do.  
Fuck all the other books, they don't matter anymore.  
It's all about me now.  
Also, fucking 8 quid in Costco — what a fucking bargain.  
Go and buy it please I'm heading for Sunday Times best seller and it's touch and go right now.  
All the Fred & Rose.  
GB  
2 h

**hopscotch27** All the Fred and Rose 🤔🤔 would love to use this to sign off work emails  
1 h 1 like Reply  
— View replies (1)

**kirriep** Any idea when the pre-ordered Australian orders will ship? Booktopia has nothing on their website.  
43 m Reply  
— View replies (1)

**vstev** Brownie has been taste tested so far 🍌  
1 h Reply

A group of approximately ten diverse individuals of various ages and ethnicities are standing in a loose line against a dark blue background. They are dressed in casual, everyday clothing like hoodies and sweaters. The overall mood is serious and determined. Overlaid on the center of the image is the text "ASSUME THAT I CAN SO MAYBE I WILL" in a large, bold, yellow, sans-serif font. The text is arranged in two lines: "ASSUME THAT I CAN" on the top line and "SO MAYBE I WILL" on the bottom line.

**ASSUME THAT I CAN  
SO MAYBE I WILL**

**So...**

So...

---

What's something novel /  
attention grabbing you might try  
(on social)?

**SURPRISE / EMOTION / HUMOUR / CONTROVERSY**

---

# Standing Out



What's something novel / attention grabbing we might try (on social)?

SURPRISE / EMOTION / HUMOUR / CONTROVERSY

Customer Touchpoints

How might we delight / add PEAK moments?

When shall we start?





How else can  
we stand out?

---

**MEANING**



# MEANING via ELEVATION

SENSES

OFF-SCRIPT



THE  
UNEXPECTED



*Choose your  
own adventure!*





**So...**

So...

---

Think of 3 customer touchpoints  
& how you can elevate them

---

# Standing Out



What's something novel / attention grabbing we might try (on social)?

SURPRISE / EMOTION / HUMOUR / CONTROVERSY

Customer Touchpoints

How might we delight / add PEAK moments?

When shall we start?

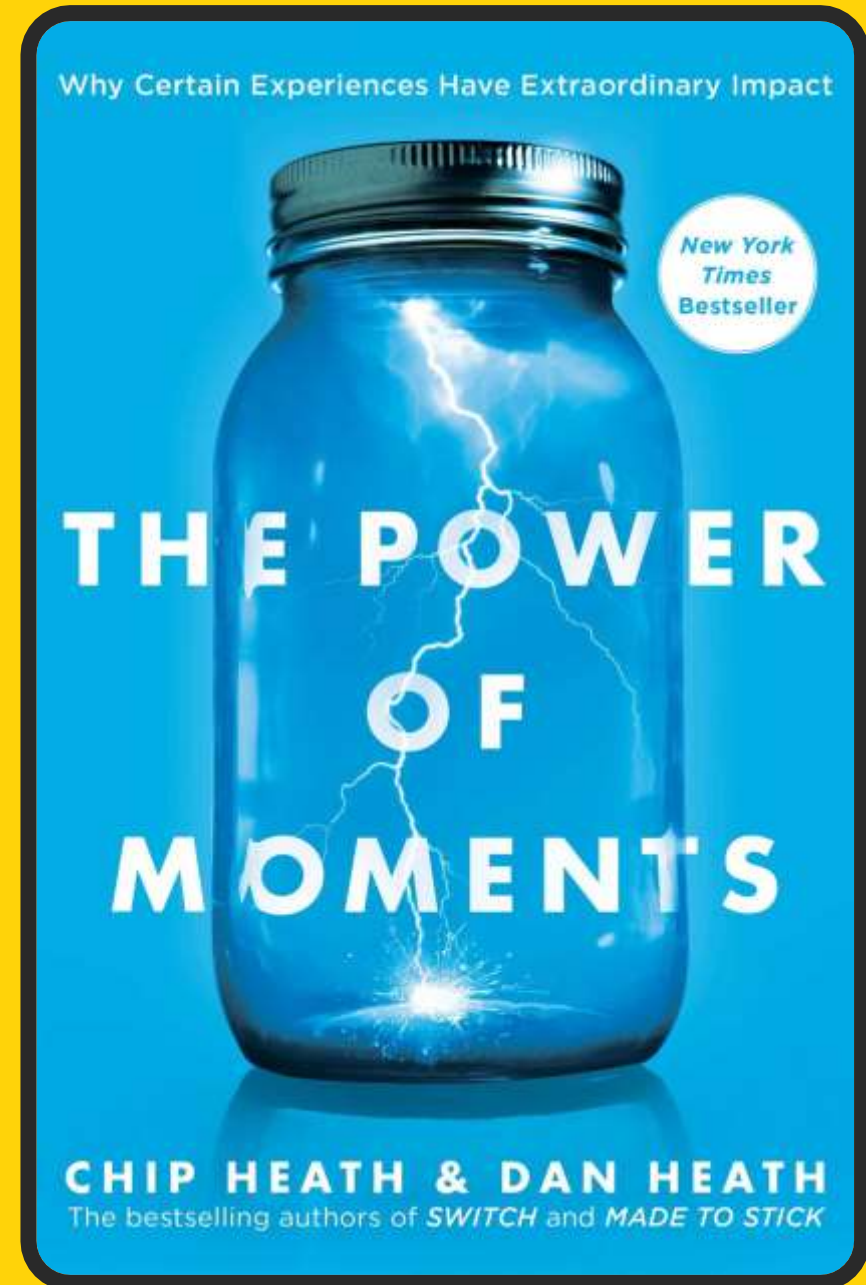








TO LEARN  
MORE...



## The Big Takeaways

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Our brains focus on **novelty**

**Memorable** = Surprise, Emotion,  
Humour & Controversy

**Meaning** through elevation =  
The Unexpected, Off-script & Senses

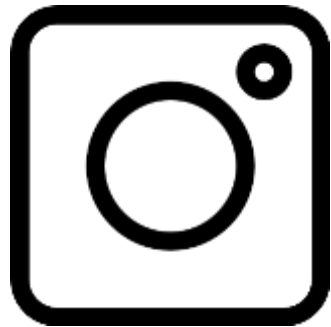




A pair of hands is shown from the top, holding a large, round, rustic loaf of bread. The bread has a dark, cracked, and textured crust with some lighter, flour-dusted areas. The background is a dark, speckled surface, possibly asphalt or a similar material. The word "LUNCH" is overlaid in white, bold, sans-serif capital letters on the left side of the image.

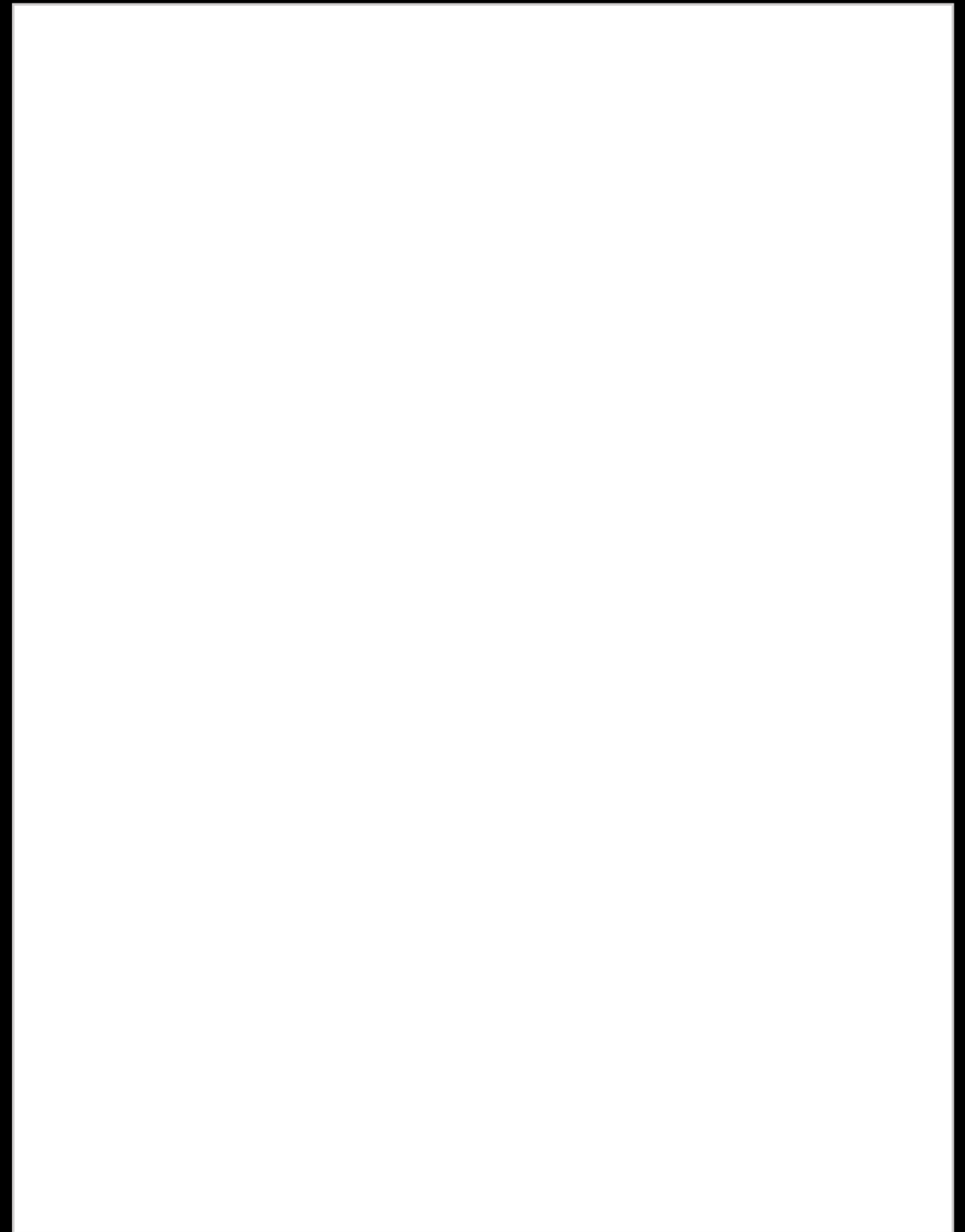
LUNCH

**#creategrowthmanc**





1. Historical figure A
2. Meets Famous Celebrity B
3. At Location C
4. Together they were D
5. The Celebrity said
6. And Historical figure A replied
7. And ultimately what happened was



3

# Winning Talent

---

**CREATE  
GROWTH**

If we want to

If we want to

**...Have great people come**

**...Grow our impact**

**...Collaborate  
meaningfully**

**Then we need to be  
super deliberate  
about our attraction  
strategy**



# A Practical Talent Strategy



# Pitfalls > Practices

- 1** **We're not clear about what we need / when we might need it**
- 2** **From their point of view we don't stand out as the best choice**
- 3** We let the hard side of D&I lead to bad break-ups



**We're not clear about what we  
need / when we might need it**



# A SIMPLE ROADMAP



Of all the barriers to  
**getting people to join...**  
what are the biggest?



TIME



LEVERAGING TIME / SEQUENCE

1 Business Goals

2 Skills we'll need *(mb suspend 'hires')*

**So...**





# A Practical Talent Strategy

- 1 We're not clear in what we need / when we might need it
- 2 From their point of view we don't stand out as the best choice**
- 3 We let the hard side of D&I lead to bad break-ups

2

**From their point of view we don't stand out as the best choice**

✓

A COMPELLING  
PROPOSITION

CUSTOMER = MONEY

---

TEAM MEMBER = LIFE

**Odds are you won't compete on pay!**

# So, let's articulate / emphasise...

The

## PERKS

beyond the norm  
*they'll get*

The

## CULTURE

*they'll genuinely*  
feel

The

## STORY

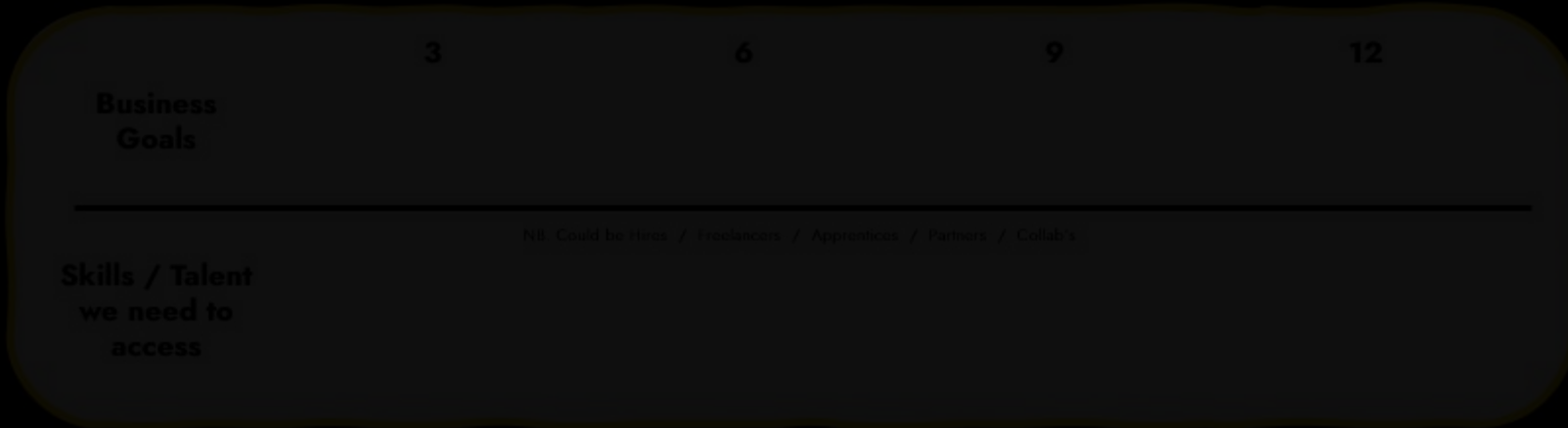
*they'll be able*  
to tell

**So...**

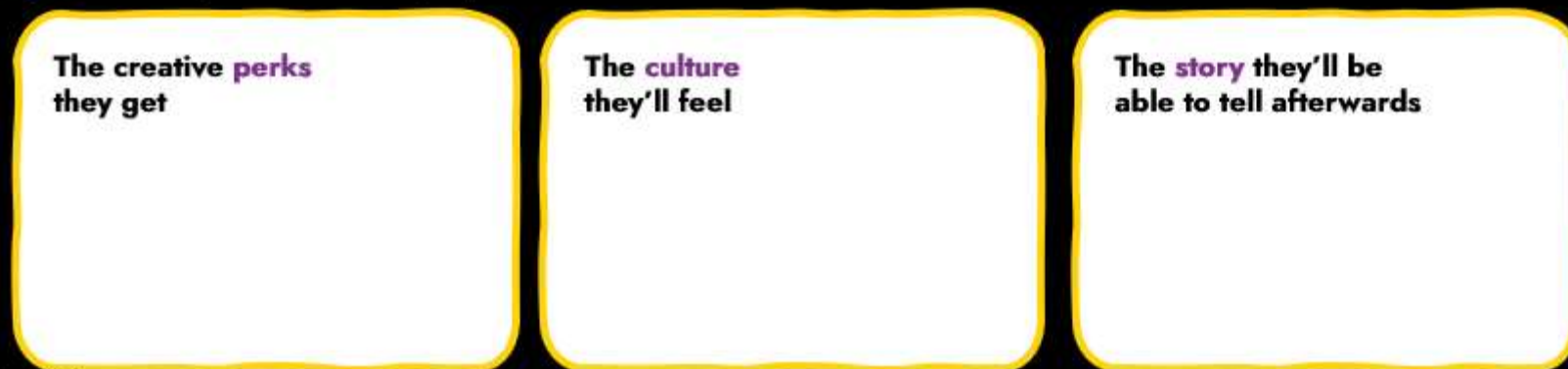
# Winning Talent



## 1 A clear roadmap



## 2 A stronger talent value-proposition



# A Practical Talent Strategy

- 1 We're not clear in what we need / when we might need it
- 2 From their point of view we don't stand out as the best choice
- 3 We let the hard side of D&I lead to bad break-ups



3

We let the hard side of D&I  
lead to bad break-ups



ALLOWABLE  
ANNOYANCES

**Diversity is great...  
Until it isn't!**



Personality Clashes  
Creative Differences  
Misunderstandings  
**...etc ...etc**





**So...**

One critical factor of INCLUSION  
is outing and enduring with  
**allowable annoyances**

**Having 'a grid' for that can be  
enormously helpful**

## GRIDS

Strengthfinders  
Myers-Briggs  
DISC  
Big-Five



## THE GC INDEX



## The Big Takeaways

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**A simple roadmap makes it  
specific**

**A proposition makes it attractive**

**An acceptance of annoyance  
makes it realistic**



# piing™ 290m



DAN



JASON



DARROW



SUSAN



LINA

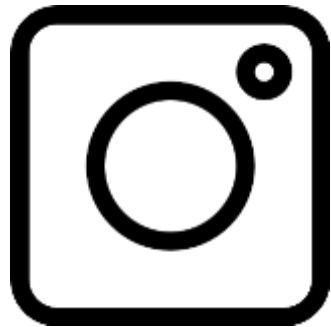


CHRIS





**#creategrowthmanc**



4

# Leading and Influencing in the Real World

---

**CREATE  
GROWTH**

If we want to

If we want to

**... Get what we want in  
conversations and  
negotiations**

**... Inspire others to help / be  
part of the journey**

**Then we need to  
keep developing  
real-world leadership  
and influence**



# The Wisdom of Crowds

\* Looking back, who have been  
REAL-LIFE leaders / influencers  
**you've admired?**



\* Looking back, who have been  
REAL-LIFE leaders / influencers  
**you've admired?**

What was it specifically that  
made them great?





\* Looking back, who have been  
REAL-LIFE leaders / influencers  
**you've admired?**

What was it specifically that  
made them great?

3 post-its each

1 idea per post-it

Short sentence is  
better than 1 word

# Let's stick em up!

1. On the wall
2. Have a read
3. Cluster
4. Discuss the clusters
5. Crystallise and prioritise the top three



## The Big Takeaways

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**Every** interaction can leave its mark

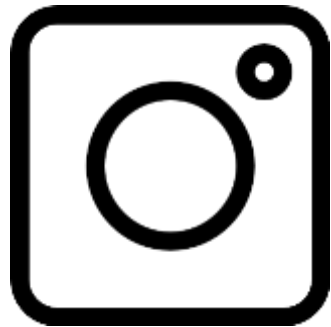
Leadership is really **practical**

It's something **we can all do** and get better at





**#creategrowthmanc**





5

# All the Things

---

**CREATE  
GROWTH**



Questions about growing  
a creative business

**Struggles you're happy to**  
share and you want to get  
a point of view on

---

# CREATE GROWTH

# Panel



**Rob**

Sethna



**Rebecca**

Robinson



**Sean**

Sankey

# Recap & Wrap

---

**CREATE  
GROWTH**

**What's stuck / stood  
out / been useful...**

---



# Our Journey Together

Today



## Day ONE

	Welcome / Intros	9.30
1	Creating Value	
	Break	
2	Standing Out	
	Lunch	
3	Winning Talent	
4	Real World Leadership	
	Break	
5	Overcoming Barriers & Tensions	
	<b>What's Next / Close</b>	4.30

**Here's what's next**



# Our Journey Together

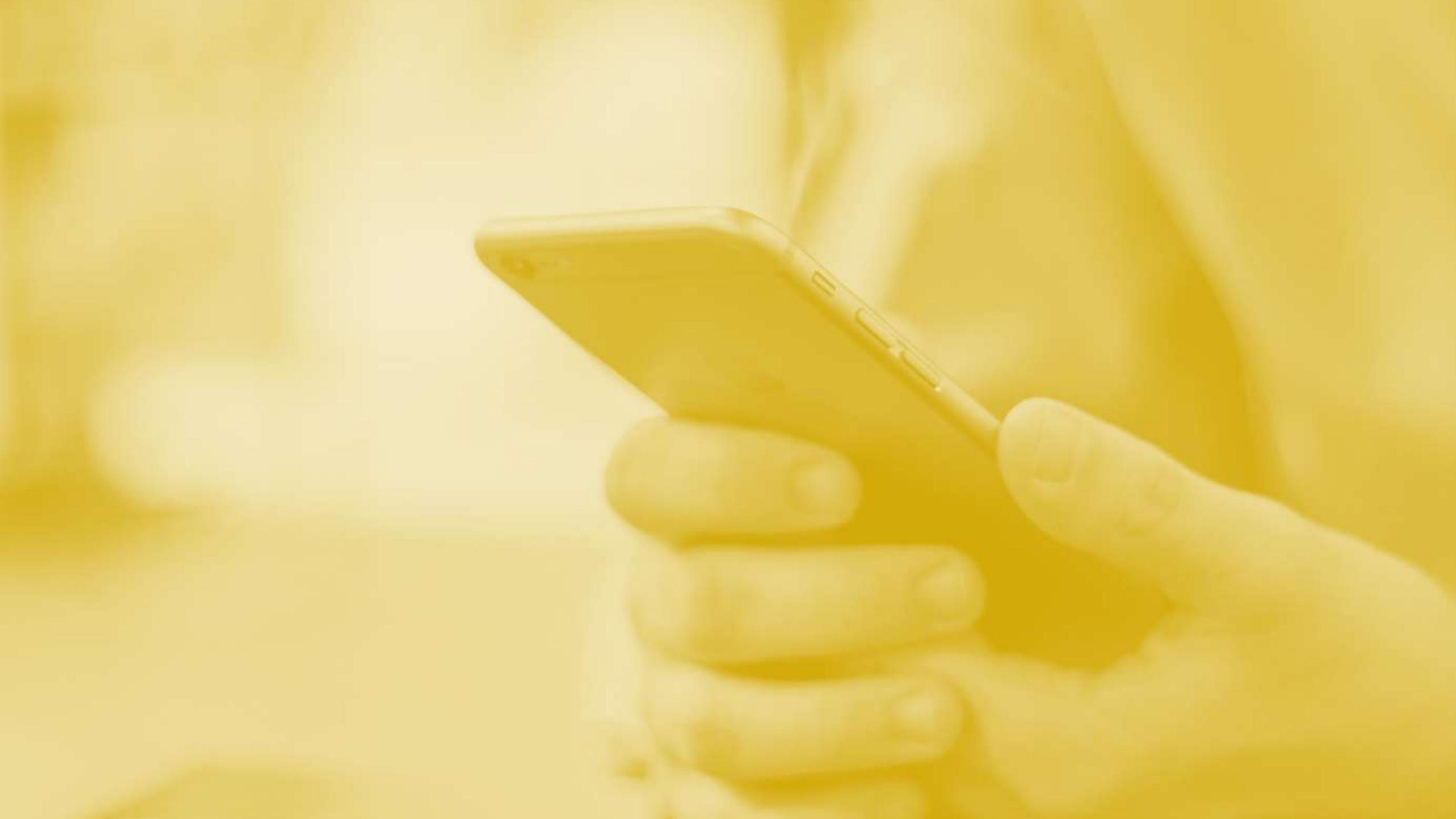
Next Week

**Day TWO**

}

	Welcome / Intros	9.30
1	Attracting Cash	
	Break	
2	The Experiments to Grow	
	Lunch	
4	Sprinting in the Market	
	Break	
5	Our Plan	
	<b>What's Next / Close</b>	4.30





# <https://bit.ly/cr8growth>





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2023



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