



## BE A CREATIVE SUPERHERO



As we leave the Information Age to enter the Conceptual Age, we need a new kind of hero. Dan Pink declares in *A Whole New Mind* that right-brainers will rule the future. Creative ideas are the currency successful marketers use to elevate their firm, stretch their budget and build their brand. But unlike superheroes, creative ideas don't just magically appear. Just as Bruce Wayne enters the batcave to become Batman, here is a process that will transcend you from mere mortal into Creative Superhero.

**1. Define the Task** - First you must determine what is needed, why now, who is it for, and what resources are available. Creativity also needs boundaries (like a deadline and budget.) Be sure to elicit support early from anyone that can approve or reject your ideas. This phase should culminate in a creative brief that will be a target to use when measuring possible solutions. E-mail me for a free sample brief that we use at LecoursDesign.

**2. Investigate** - Immerse yourself in your audience's world and ask illuminating questions. Within the answers, creative solutions will begin to emerge. Search for a way to connect on an emotional level.

**3. Create** - Let the ideas flow by focusing on quantity over quality. I have an image on my studio wall that says "Do Not Fall in Love with Your First Idea." There are no bad nor perfect ideas. Make it playful and fun. Break this phase up into several short sessions and always be ready to capture ideas in between. Be sure to feed yourself well with creative inspiration because output equals input. Silence your inner critic "faster than a speeding bullet" or it will weaken you like Kryptonite.

**4. Incubate** - Leave your initial ideas alone for a day. There's a reason people say they get their best ideas in the shower, on a walk, or while driving. The subconscious mind is powerful if you just get out of it's way.

**5. Analyze** - Eliminate the weaker solutions from phase 3. Watch for safe ideas that your boss or client may like but you know aren't truly exceptional. Don't let the good get in the way of the great.

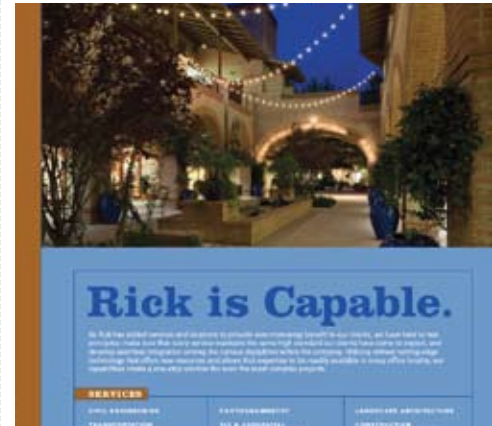
**6. Refine** - Prototype and refine the top 2-3 solutions while continually looking for improvements. If stuck, review the brief from phase 1.

**7. Deliver** - Make a big deal of presenting your ideas. Give them the reverence they deserve by presenting in person. Anticipate any concerns.

**8. Measure** - Create a feedback loop by measuring success against the objectives established in phase 1 for continual improvement.

We are all creative and innovating is a learned skill. Batman used his ingenuity to design the batmobile and other cool gadgets to give him a competitive advantage. Nurturing your creativity can do the same for you.

### Rick Engineering Brochure



Design: LecoursDesign, Inc.  
Photos: Mike Torrey

#### Recommended Reading:

*The Artist's Way at Work:*

*12 Weeks to Creative Freedom*

by Mark Bryan, Julia Cameron

#### I'll be Speaking Next:

SDA - Nov. 19, 2009

*Social Media and Marketing*

SMPS Breakfast Series

Feb. 4, 2010

*Becoming a Creative Superhero*

#### Follow Me:

Twitter - @lecoursdesign

Blog - davidlecours.com

linkedin.com/in/lecoursdesign

facebook.com/lecoursdesign

#### LecoursDesign Services:

Planning (brand & marketing)

Brand Identity (naming & logo)

Digital (web, video, e-mail mktg.)

Print (brochure & advertising)

Book Design

Event Marketing

Public Speaking

Professional Coaching

Creativity Seminars

LECOURSDESIGN, INC. is a marketing firm serving at the intersection of Architecture & Green Building. We build brands that create an emotional bond with your customer to create loyalty beyond reason.