



WILD BLUE YONDER
TALENT DEVELOPMENT

2017 Planning Guide

LEARNING DESIGNED WITH VERY BUSY PEOPLE IN MIND.

Everyone is stretched thin. Too much to do and not enough time to get it all done.

Still, your staff is looking to you for professional development support. In fact, the number one reason today's generation of workers choose their next job is because their new employer provides ongoing learning opportunities.*

We can help you both recruit and retain key talent with our new learning formats, designed using the most effective methods for today's over-scheduled workforce.

Whether it's our on-demand **Coffee Break VideosSM**, our **2HourPowerSM Workshops**, or our online **Peer-to-Peer Learning Forums**, we have a learning format that fits your staffs' busy lives *and* your budget.

*Millennials At Work study, PwC

NEW IN 2017:

Coffee Break VideosSM
2HourPowerSM Workshops
Peer-to-Peer Learning Forums

Contact us to learn more.

INDUSTRY EXPERIENCE? WE'VE BEEN THERE, DONE THAT.

The future for creative companies is all about the talent. That's where we come in: helping your team members achieve their highest potential.

We do it through a unique instructional design that blends learning theory with real-life work experience examples.

Every one of our programs is taught directly by the firm's partners, Gary Duke or Sheila Campbell. We both have extensive ad agency and client-side experience, and know what it takes to succeed in a profession that challenges your creativity, efficiency and – quite frankly, your stamina – on a daily basis. We speak your language.



Talent Development Partner
American Association of Advertising Agencies

Gary Duke & Sheila Campbell



"Sheila and Gary's passion for the business and history of working in the advertising trenches made them instantly credible. Our people believed in the workshops, looked forward to them, and are putting the lessons learned into practice with great success."

**Chris Laughlin
President & CEO
LMO Advertising**

WE WORK WITH AGENCIES AND CLIENT BRANDS ALIKE.

A stylized, handwritten-style logo for an agency, possibly 'Agency'.The logo for HAVAS WORLDWIDE, with 'HAVAS' in red and 'WORLDWIDE' in grey.The logo for McCANN, in a bold, black, sans-serif font.The logo for razorfish, in a lowercase, grey, sans-serif font.The logo for IPG, in a bold, blue, sans-serif font.The logo for Leo Burnett, in a handwritten-style font.The logo for octagon, with 'octa' in black and 'gon' in red.The logo for the martin agency, with 'the martin' in red and 'agency' in black.

PUBLICIS

The logo for JWT, in a bold, black, sans-serif font.The logo for Coca-Cola, in its signature red script font.The logo for Y&R, in a bold, blue, sans-serif font.The logo for Marriott, featuring a red globe icon and the word 'Marriott' in red.

NATIONAL
GEOGRAPHIC



ONSITE WORKSHOPS

WE CUSTOMIZE OUR TRAINING TO MEET YOUR OBJECTIVES.

Wild Blue Yonder offers a number of training programs for account managers, media, creative and other marketing specialists or team leaders looking to enhance key leadership skills.

We'll design a customized program that meets your training objectives and works within the allocated timeframe. Every workshop is designed to be highly participatory, with frequent individual and group exercises conducted throughout the session.

The following topic areas represent our most popular training content. If you don't see what you are looking for, just ask us – there's a good chance we've conducted training on your desired topics.



CLIENT LEADERSHIP

Cited by the 4A's as one of its Top 3 most popular agency training seminars.

Account managers must lead their clients, not merely service them. This workshop helps account managers spend their time most effectively and productively as account leaders, and can be tailored for junior account people with less than three years experience or for more seasoned account managers with up to seven years experience.

Topics areas include:

- ▶ The difference between "servicing" an account and leading it
- ▶ What senior management expects of account leaders
- ▶ How to earn credibility and trust with clients
- ▶ Recognizing and adapting individual communication styles to be a better communicator
- ▶ How to orchestrate productive meetings/conference calls
- ▶ How to write a Client Leadership Plan for organic account growth
- ▶ How to become a strategic consultant to your clients

ADAPTIVE (RESILIENT) LEADERSHIP

The continually evolving agency business is increasingly complex, creating a volatile environment full of unknowns. Yet, agency managers need to embrace these realities and hone new adaptive leadership skills that optimize communication in the moment, motivate and engage staff members to move forward despite these challenges, all while mitigating stress and keeping a productive outlook.

This workshop introduces new approaches and techniques that can be used by anyone who manages accounts and/or people, to better equip them in a business environment where change has become the only constant.

Topics areas include:

- ▶ The critical role Emotional Intelligence plays in a volatile environment and how to leverage it for success
- ▶ How to identify and overcome challenges that contribute to miscommunication and conflict
- ▶ New approaches that will help managers become more agile, responsive leaders
- ▶ Simple, easy-to-use tools and techniques for managing stress levels

AGENCY FINANCIAL STEWARDSHIP (AKA, SHOW ME THE MONEY)

Too often, agency people are brilliant in their disciplines, but less familiar with the financial realities of the business. But it's how client work is managed that determines whether an account will yield its anticipated profit, no matter what the compensation agreement says.

In this workshop, account people and others who work with client budgets will learn how an agency makes and loses money, how to protect the agency's financial interests with clients, and how to increase income on existing accounts.

Participants will learn how to work with creative and production departments to monitor changes in projects and keep estimates up-to-date. They'll understand why money write-offs are so much more damaging than time write-offs, why both should be avoided, and why keeping accurate time records is so vital.

Topic areas include:

- ▶ How agencies make money
- ▶ Why write-offs are so evil
- ▶ Understanding client contracts and avoiding scope creep
- ▶ Managing client budgets
- ▶ How to handle agency mistakes

CONSULTATIVE SELLING FOR ORGANIC ACCOUNT GROWTH

Even the best of clients are often reluctant to accept and try new ideas. Participants will learn how to recognize the signs that indicate a client is ready for change – and how to create that readiness by taking advance actions.

Skills learned also include new ways to listen deeply and how to identify the different levels of client need. Participants learn how to generate new ideas for clients using current social, technological and economic trends, and how to use communications styles for making their recommendations more enticing to clients.

Topic areas include:

- Recognizing the stages of client need
- Asking open-ended questions
- Deep listening
- The buying process from the client's point of view
- Anticipating objections

STRATEGIC THINKING SKILLS & CREATIVE BRIEF WRITING

The Strategic Thinking Skills workshop teaches a methodology for developing and evaluating ideas that deliver specific business goals. It defines a process for how to think strategically about the client's objectives, devise and evaluate alternatives, make hard choices, and align tactics.

It's also an update on some of the latest strategy models being applied in business today. Finally, it teaches participants the importance of well-written creative briefs through case study examples and hands-on learning.

Topic areas include:

- ▶ The differences between business, marketing and creative strategies
- ▶ Helpful models and frameworks to use when developing strategy
- ▶ Fuel for thought: case studies in great creative brief design and their inspired outcomes
- ▶ Quick and easy methods for getting your brain into a strategic state of mind
- ▶ The real purpose of a brief and your role in championing it through the creative process
- ▶ The good, the bad and the ugly: the right and wrong ways to write a brief
- ▶ Hands-on experience writing a creative brief

“I’ve never left a seminar with so many tangible points of action that apply directly to MY clients. Thank you, thank you, thank you!”

Account Manager, McCann

MANAGING UP AND SIDEWAYS

Typically, the most difficult relationships for people in agencies are not their direct reports, but working with their peers and senior management. Too often conflict arises when people from different disciplines don't understand each other – or simply have such varying priorities that they don't remember that everyone has a stake in the outcome.

Topic areas include:

- ▶ Developing the awareness and skills needed to navigate challenging agency relationships
- ▶ Understanding what senior management expects
- ▶ Maintaining positive, productive relationships with peers and senior management

LEADING PEOPLE

This workshop is designed for anyone in the agency who is new to supervising other people, or who needs a refresher course in being a more effective manager.

Participants learn specific methods for keeping the team on track and delegating effectively. They will practice their skills using real-life scenarios, providing an experiential learning environment.

Topic areas include:

- ▶ Understanding how to motivate and inspire those who work for you
- ▶ How to delegate effectively and avoid micromanagement
- ▶ How to give corrective feedback and encourage initiative
- ▶ How to problem-solve with an action oriented focus
- ▶ How to create and maintain an effective team



TEAM BUILDING

In this set of two one-day workshops, people learn both how to participate effectively in teams and how to lead their own teams. Although the two days complement each other, they can also be taken as stand-alone workshops.

Workshop A: For Team Leaders

This workshop focuses on best practices for leading teams to a high performance level with maximum engagement.

Topic areas include:

- ▶ Understanding team dynamics
- ▶ Motivating people who don't report to them
- ▶ The most effective ways to communicate with peers
- ▶ Handling internal conflict
- ▶ Assigning team member roles and responsibilities
- ▶ Setting joint and individual goals for work product quality
- ▶ Establishing agreements on how the team will work together

TEAM BUILDING (CONTINUED)

Workshop B: For Team Members

This workshop focuses on how to organize and improve team performance. Participants will learn best practices for working with groups of people who bring different disciplines, mindsets and backgrounds to a project. They will reflect on their past team experiences and strategize how to make their current teams more effective.

This workshop is particularly effective for intact work teams who wish to improve their performance.

Topic areas include:

- ▶ Understand each other's communications styles
- ▶ Provide mutual support and accountability
- ▶ Think creatively about problems and solutions
- ▶ Foresee obstacles in teamwork and how to overcome them
- ▶ Monitor progress and keep work on track

“Your enthusiasm and your frank, conversational style encouraged participants to share personal experiences that lasted long after the seminar ended. One of the participants remarked, ‘I usually get one good bit of information at seminars like this; today I got a wealth of information.’”

Director, Learning & Development, Publicis

CREATIVE THINKING

Today's competitive environment essentially requires that everyone be a more creative thinker. Developing creative skills is not just for members of the creative team; anyone can learn to make their brain more fluent in producing new ideas.

This workshop introduces participants to techniques – based on the latest research in brain science – for developing and evaluating all kinds of ideas, for any department, in groups or individually. Participants learn how to reframe problems to challenge assumptions and reveal new possibilities; how to evaluate new ideas to see which are most likely to be productive; and how to collaborate more effectively with colleagues in order to develop the best ideas.

Topic areas include:

- ▶ Creative thinking “warm-up” exercises
- ▶ An effective methodology for generating new ideas
- ▶ How to avoid typical patterned thinking
- ▶ Discussing and evaluating team member ideas in a positive and constructive manner

PRESENTATION SKILLS & BUSINESS STORYTELLING

The very best way for people to learn persuasive presentation skills is not to listen, watch and try to emulate, but to practice. In this intense but friendly workshop, participants get a chance to try out what they're learning in front of the group, with live feedback, in a supportive environment.

Each person will make several mini-presentations as they develop their personal style, practice new techniques and learn first-hand what others respond to best about his or her natural style.

Topic areas include:

- ▶ Finding an intrinsic style
- ▶ Mastering physical presence and the power of voice
- ▶ Organizing effectively
- ▶ Telling a story
- ▶ Presenting with a team

BUSINESS WRITING SKILLS

We write proposals, reports, plans, creative briefs, emails and PowerPoint presentations every day. Almost every one of these messages is intended, directly or indirectly, to persuade someone to move toward “yes.” The style of our writing nudges readers toward or away from that goal, no matter how good the content.

Effective writing doesn't come naturally to everyone. But everyone can follow simple guidelines to make their writing more persuasive. In this workshop, participants will constantly practice what they're learning with short writing exercises they share with the group.

Topic areas include:

- ▶ The five biggest mistakes that occur in business writing
- ▶ How to organize any piece of writing for greatest impact
- ▶ How to compose the most influential parts of any writing: the beginning and the end
- ▶ How to tailor writing for the audience who will read it
- ▶ The uses and mis-uses of PowerPoint/Keynote
- ▶ Writing errors that irritate clients and the importance of proofreading



WEBINARS

WEBINARS

Much of our onsite training content is available in a condensed webinar format.

Each webinar is presented live by Gary Duke or Sheila Campbell, providing the opportunity to tailor the content based on specific learning objectives, as well as to accommodate a Q&A discussion at the end of each session.

The webinar presentation portion typically runs 30-45 minutes.

Topic	Experience Level
Financial Stewardship	Up to 5 years
Developing & Implementing a Client Leadership Strategy	Up to 5 years
Negotiating Difficult Conversations with Clients	All levels
Managing Up & Sideways/Teambuilding	Up to 5 years
Presentation Skills	All levels
Managing Direct Reports	Staff who recently became supervisors
Partnering With Creative	All levels
Using Compelling Stories to Persuade Clients	All levels
Client Communication Styles	Up to 5 years
Leading Great Meetings on the Phone, Online & In Person	Up to 5 years
Improve Your Creative Thinking Skills	All levels
Project Management	Up to 3 years

WE'LL HELP YOU PLAN YOUR NEXT GREAT TALENT DEVELOPMENT PROGRAM.

CONTACT US FOR A COMPLIMENTARY CONSULTATION.

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