

Things We've Learned:

Collaboration is Not a Sales Pitch



Jesse McGowan

Partner, Account Director

 @jwayne

Good morning.

**I'm here to talk
about collaboration,
but first...**

Just let me explain.

**“Success on someone
else’s terms don’t mean
a cussin’ thing.”**

**Collaboration fits
with my definition of
success.**













**Success is
happiness.**



**Happiness is mostly
about not taking shit.**

Here's proof!



**Happiness isn't
always where you
expect it to be.**

**Happiness is better
as a surprise than as
an expectation.**



**The experience was
more important than
the outcome.**

Collaboration is key.

**Collaboration keeps
us sane.**

**Collaboration builds
stronger cultures
and better outcomes.**

**The world is not used
to collaboration.**

Here's proof!

Client side:

**Why do companies
hire agencies?**

“We need a thing!”

“We have a problem.”

**“We can’t do it
ourselves.”**

**Companies need
stuff done.**



Agency side:

**What do agencies
do to or when they
get hired?**

**Whatever a
client wants.**

**Whatever the
agency wants.**

Whatever feels right.



**Agencies
do stuff.**

**Companies need
stuff done.**



**Agencies
do stuff.**

**Companies need
stuff done.**

For

**Agencies
do stuff.**

**Companies need
stuff done.**

With

**Agencies
do stuff.**

**The “for” mentality
is toxic.**

**“Collaboration” is
a misused word.**

Welcome to the
grayest of gray areas.

**“Collaboration” is
rarely heard outside
of the sales cycle.**

What agencies **say:**

“We are true partners.”

**“We work hand-in-hand
and side-by-side with
our clients.”**

**“We guide them every
step of the way.”**

What agencies **mean:**

**“We’ll give you a
call every few weeks
with updates.”**

**“You can provide
a couple of rounds
of feedback.”**

**“Just hurry up and
hire us.”**

Collaboration is
not a sales pitch.

Empty promise.

Missed opportunities.

Bring more
enjoyment to
your job.

Spread the **love.**

And do **better work**
while you're at it!

**What should
collaboration
look like?**

Not once in history...

**Collaboration is
engagement.**

**Collaboration is
active participation.**

**Collaboration
is meaningful
connection.**

Collaboration leads to:

- Faster knowledge transfer
- Sharing opportunities
- Inclusion
- Belief
- Ownership

Here's proof!

Workshops.

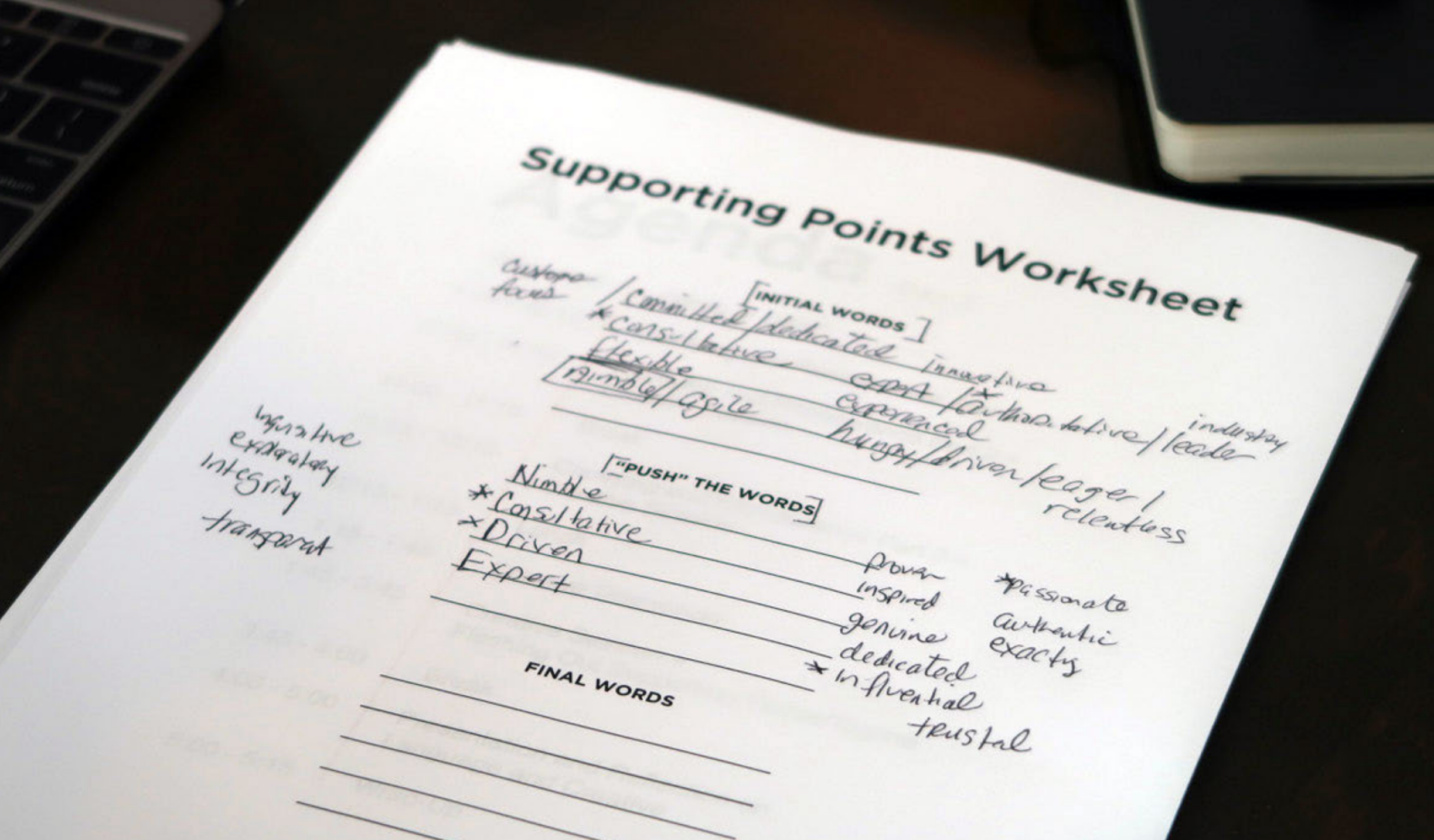
We were kind of stuck.

Let's try something new.

Let's invite someone new.

Let's go somewhere new.

Let's make some new rules.



Introduce **structure**
(agenda) and **variety**
(activities) in the
brainstorming
process.





**Designated time in
a **distraction-free**
environment.**



**No roles =
no consequences.**



Planned individual
and group activities.





**Clear deliverables
at the end of the
process.**



One example.

C H E R E E B E R R Y

P A P E R

CBP *for* TARGET



Workshop goals:

- See audience in new light
- Define key brand themes
- Work through campaign tactics

What's in the cart?

Outcomes:

- Immediate adoption of new language

Outcomes:

- Immediate adoption of new language
- Deep understanding by diverse team

One exercise:

The Brand Deck!

**Great way to check
alignment and focus
a team.**



Dependable

Sneaky

Calm

High-end

Focused

Disiplined

Out-in-Class

Wise

Mentor

Rational

Formal

High-end

Wise

Mentor

Analytical

Exclusive

High-end

Wise

Mentor

Calm

Accomplished

Wise

Mentor

**Define the perfect
commute in five words.**

Calm

Effortless

Plush

Scholarly

Imaginative

Relaxed

Effortless

Glamorous

Fun

Surprising

Relaxed

Simple

Dependable

Futuristic

Adventurous

Calm

Effortless

Plush

Scholarly

Imaginative

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The pieces.

Events:

- Impromptu chats



Events:

- Impromptu chats
- Standing meetings



Events:

- Impromptu chats
- Standing meetings
- Workshops



Events:

- Impromptu chats
- Standing meetings
- Workshops
- Retreats



Activities:

- Building a foundation

Activities:

- Building a foundation
- Role playing



Activities:

- Building a foundation
- Role playing
- Verbal vs. visual

BEHAVIOR

CUTTING EDGE

ADVENTUROUS

VISIONARY

RESPONSIVE

AUTHENTIC

AGGRESSIVE

VOICE

CONFIDENT

DIRECT

SMART

COACHING

FUN

APPROACHABLE

STYLE

BOLD

PREMIUM

COOL

SIMPLE

ORIGINAL

CURRENT

Agenda Day 2

Recap of Day 1

Clarifying and Reassurance Part 1

Clarifying and Reassurance Part 2 +
Creative Session

Clarifying and Reassurance Part 3 +
Creative Session

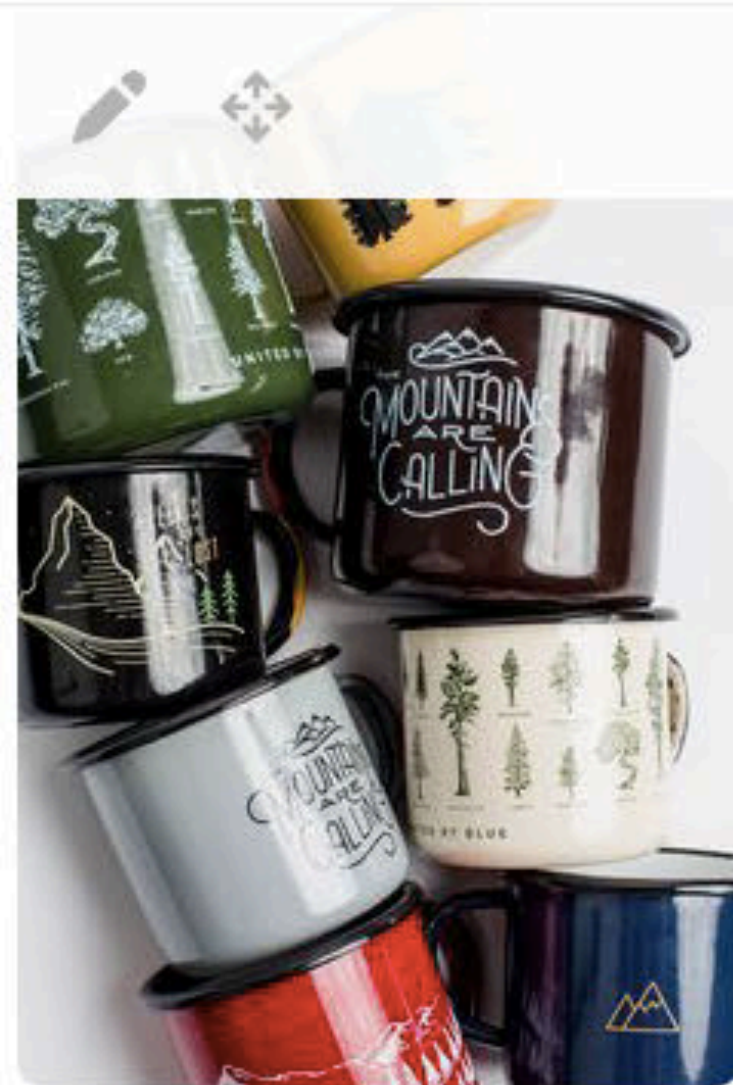
Discussion

• Prepare data
• Look at end customer
pain points
• Image small size to
show mobile / tablet
• Showcase Q&A



Drinks in the sun yesterday afternoon. Living the life...

Danielle Hohmeier Retreat



Campfire-proof, durable enamel mugs you can brandish over an...

3.8k

Katie Werges Retreat



60+ Simple & Creative Ideas to Use Wood Branches into Your...

1.3k

60+ Simple & Creative Ideas to Use Wood Branches into Your...



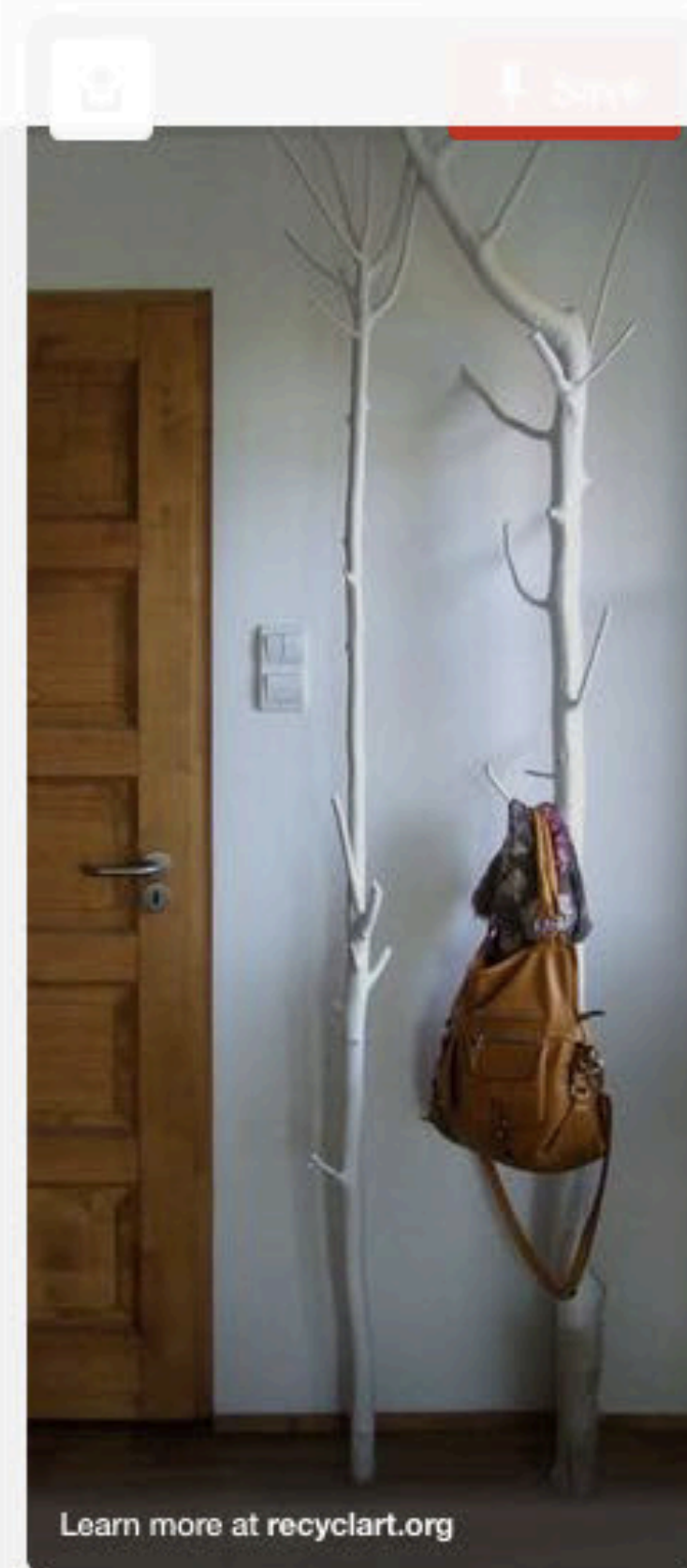
Retreat



Make Your Own Moss Graffiti. Okay this is pretty much the...

2.6k

Katie Werges Retreat

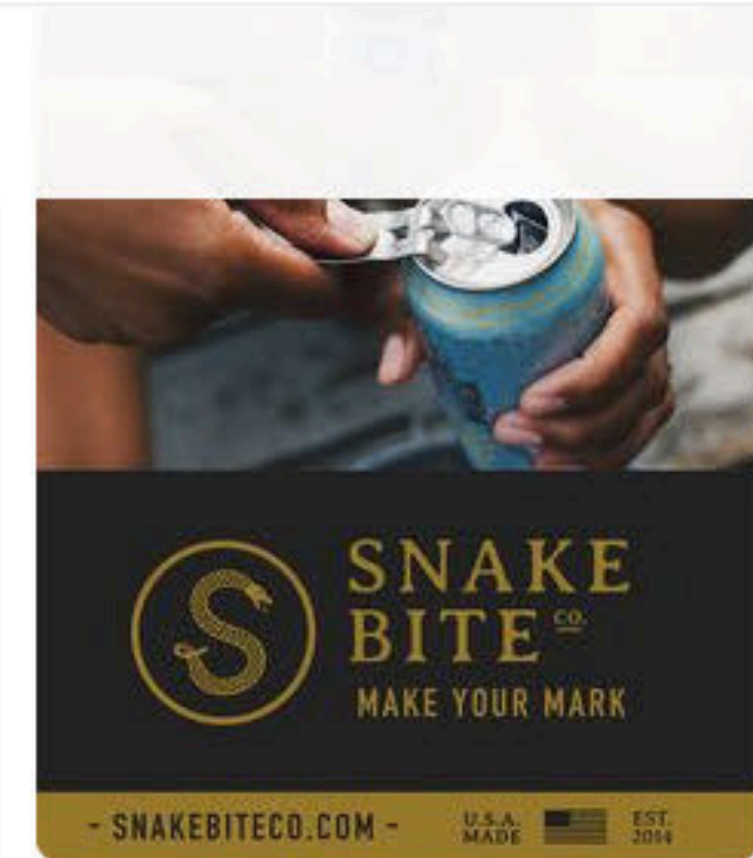


Learn more at recyclart.org

Are you living near a forest? If yes, you should take a walk...

3k

Katie Werges Retreat

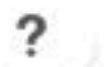


Anniversary Edition - Stout and Brass Snake Bite Keychain...

5

The Anniversary Edition Snake Bite is our highest quality...

Katie Werges Retreat



Privacy

Activities:

- Building a foundation
- Role playing
- Verbal vs. visual
- Non-writers write

“Stop aspiring and start writing. If you’re writing, you’re a writer. Write like you’re a goddamn death row inmate and the governor is out of the country and there’s no chance for a pardon.”

Activities:

- Building a foundation
- Role playing
- Verbal vs. visual
- Non-writers write
- Non-artists draw/paint



YELLOW

WB



YELLOWBERRY
camin. hildesheim

ACRYLIC PAINT MARKER
Marqueur de peinture acrylique
Marcador de pintura acrílica



Tips:

Stock up.

Tips:

Take it **off-site.**

Tips:

Pair introverts with introverts
and extroverts with extroverts.

Tips:

Take it out back. Cut it up.

Tips:

Do **one thing** every day.

Tips:

Make sure it's uncomfortable.

**Back to the
beginning.**

Success is happiness.

**We're happy when we
enjoy what we do and
who we do it with.**

**It makes for great
relationships and
great work.**

**Collaboration is
at the heart of it all.**

**And it helps keep the
shit to a minimum.**

Thank you.

