

THE
BOOK
OF HOW

HOW WE ADD VALUE

NOT
ACTUALLY

ADD VALUE **OR DIE TRYING**

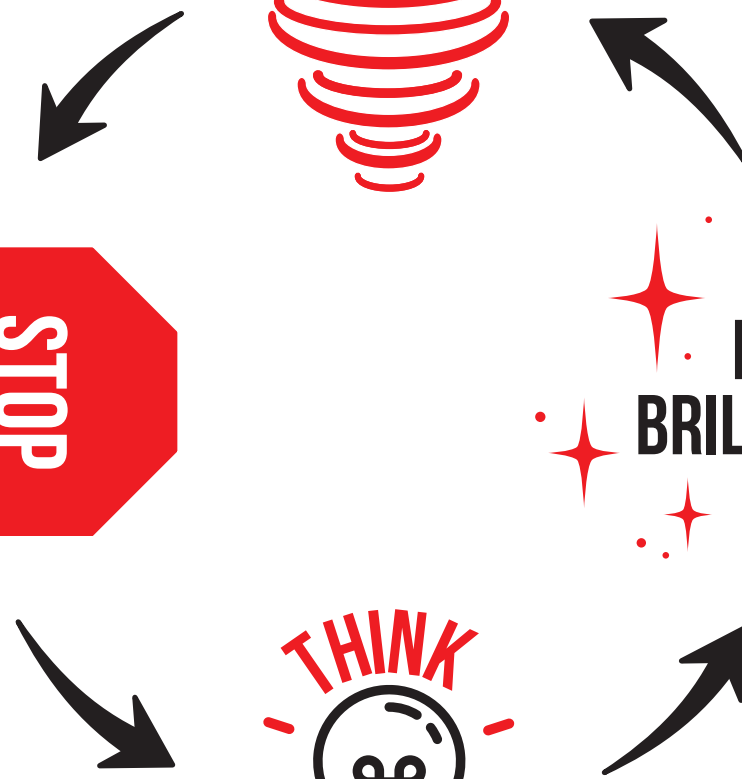
We don't want you to die. We don't even want you working long hours or thinking about work when you get home.

But we do need you to try. Always.

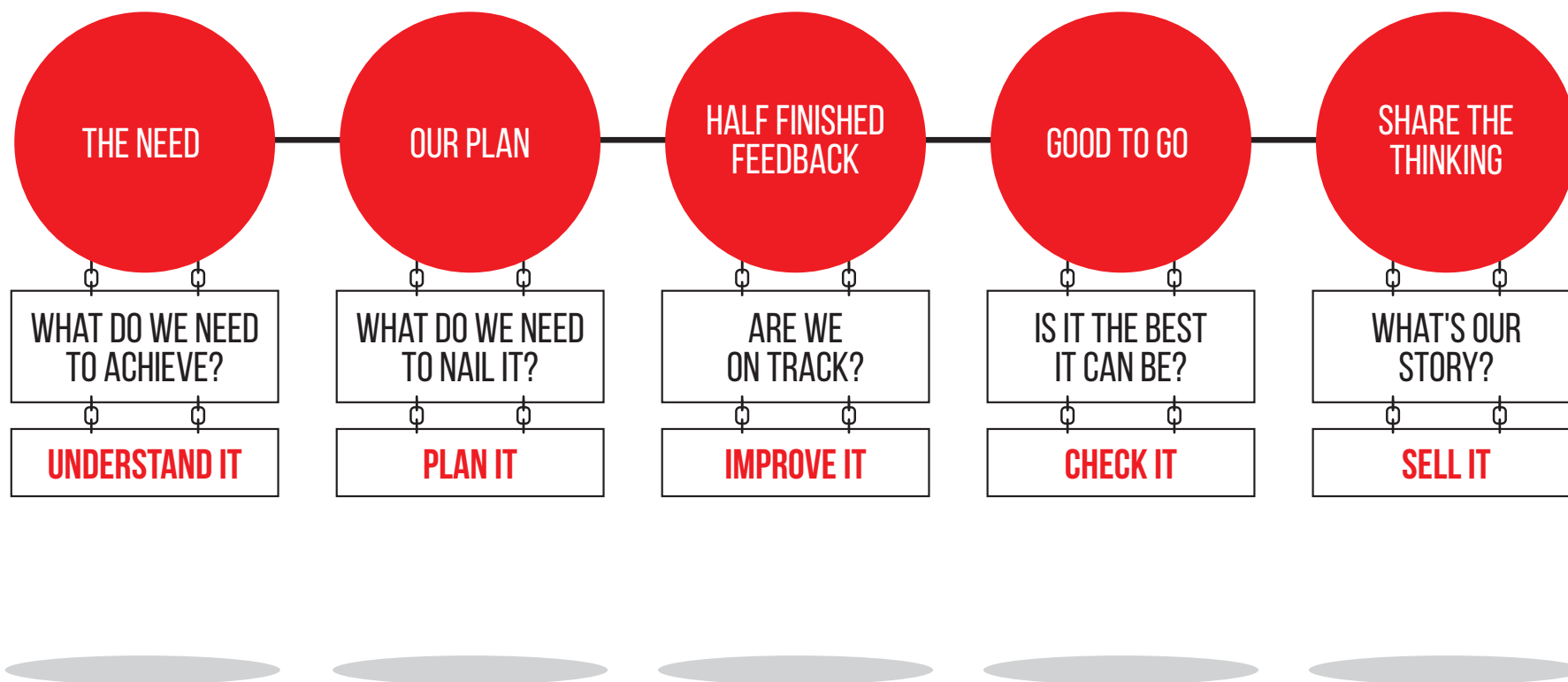
Because people with passion add value. And that's how we do amazing work. So next time you do anything, ask yourself: what did I do to make this better, smarter, easier, more engaging or more effective? How did I make things easy, excellent and fun?

Because that's the secret of our success – and yours.

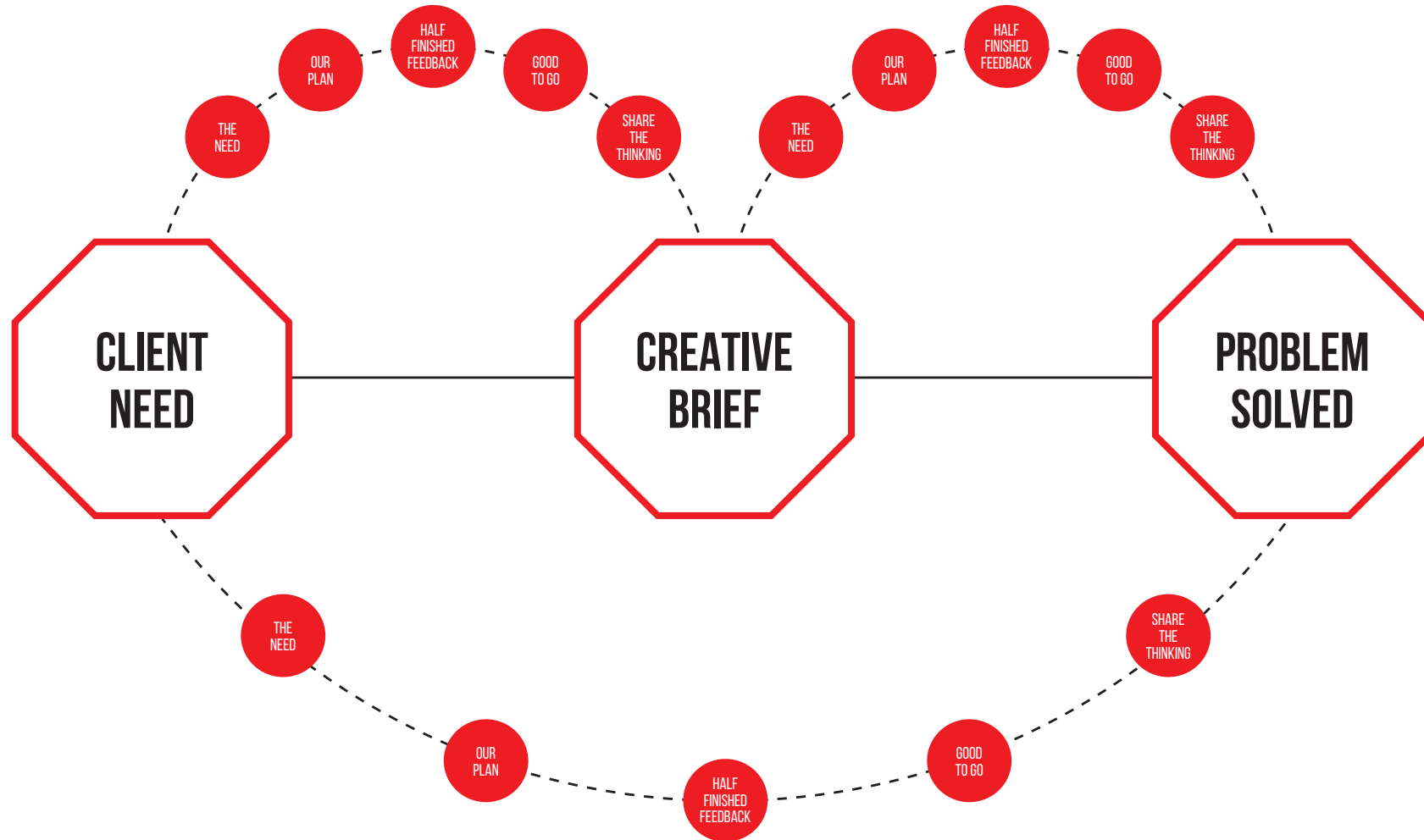
HOW WE WORK



OUR FIVE DOTS



DANCING THE DOTS



AT EVERY DOT: STOP. THINK. MAKE STUFF BETTER.

ASKING YOUR WAY TO EXCELLENT

THE NEED

OUR PLAN

HALF FINISHED
FEEDBACK

GOOD TO GO

SHARE
THE
THINKING

WHAT DO WE NEED TO ACHIEVE?

➔ WHAT'S REALLY DRIVING THIS?

What's the bigger picture? How does this fit? Ask why.

➔ WHAT'S THE EXPECTATION?

What have they asked for? What haven't they said?

➔ WHAT ELSE DO WE NEED TO KNOW TO NAIL THIS?

Dig into the **need** to discover more questions.

UNDERSTAND IT

ASKING YOUR WAY TO EXCELLENT

THE NEED



OUR PLAN

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FEEDBACK

GOOD TO GO

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THE
THINKING

HOW ARE WE GOING TO NAIL IT?

➔ HOW DO WE MAKE IT GREAT?

Does it need a strategy? Creativity? Something else?

➔ WHO DO WE NEED TO MAKE IT AWESOME?

Think about which experts you need to pull in.

➔ HOW WILL WE FIT IT ALL IN?

Think timings, budget, people, capacity and availability.

PLAN IT

ASKING YOUR WAY TO EXCELLENT

THE NEED

OUR PLAN

HALF FINISHED
FEEDBACK

GOOD TO GO

SHARE
THE
THINKING

ARE WE ON TRACK?

➔ DOES IT MEET THE NEED IDENTIFIED?

Not just what they asked for, but what they actually need.

➔ HAVE WE ADDED VALUE?

What have we done to add value and make this great?

➔ HOW CAN WE MAKE IT BETTER?

Can it be simpler, clearer or more engaging?

IMPROVE IT

ASKING YOUR WAY TO EXCELLENT

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GOOD TO GO

SHARE
THE
THINKING

IS IT THE BEST IT CAN BE?

➔ IS IT ON BRAND, EXCELLENT AND ERROR FREE?

Has it been proofed and signed off?

➔ HAS IT BEEN CHECKED BY THE RIGHT PEOPLE?

Project Manager? Creative? Strategist? CD?

➔ ARE YOU PROUD OF IT?

Would you show your mum? Or your mates?

CHECK IT

ASKING YOUR WAY TO EXCELLENT



WHAT'S OUR STORY?

➔ WHAT'S OUR GAME PLAN?

When, where, how and who?

➔ IS THE STORY CLEAR, SIMPLE AND COMPELLING?

Will they get it? And get excited by it?

➔ CAN THEY SEE THE VALUE WE'VE ADDED?

Explain why we did it this way.

SELL IT



hunch
EASY. EXCELLENT. FUN