

A GUIDE TO OUR **CLEAR WORKFLOW** SERVICES

Cre8ive Wisdom supports business clients in many different ways on an on-going basis; but central to our philosophy is the mantra “*Everything starts with Strategy*”.

For start-up businesses this might mean *business planning, operational structure or marketing support*. For a more mature business it might mean supportive services for *growth management, efficiency analysis or media management*. For an established organisation, strategic work might centre on *resource allocation, change management, process analysis or decision-making facilitation*.

This document seeks to give an overview of the types of services that **Cre8ive Wisdom** can help to deliver to clients through our **Clear Workflow** consulting division. Within the realms of marketing and media support, we also offer specialist services and techniques via our **Campaign Workshops** and **Chicago Way** divisions. This document expands on some of the areas covered and explains a little about our approach and specialities.

Our **Clear Workflow** services fall into **8** categories, representing areas of expertise in consulting support services. All of these areas are offered as standalone one-off consulting services or as part of on-going strategic support work. These areas are:-

- Business Planning
- Strategic Direction
- Marketing Communications
- Media Management
- Management Support
- Decision Support
- Business Analysis
- Process Analysis

Clear 
Workflow
consulting

Campaign: 
Workshop
strategy

Chicago 
Way
marketing

Our **Campaign Workshops** services fall into **8** categories, representing outcome-based strategic business goals. Workshops can be half-day, full-day or a series of focus events.

The main workshop types are:-

- Strategic Planning
- Decision Making
- Business Development
- Growth Management
- Group Facilitation
- Resource Allocation
- Product Development
- Brief Capture

Our **Chicago Way** marketing services fall into **8** categories, representing areas of expertise in marketing support services. All of these areas are offered as standalone one-off consulting services or as part of on-going strategic support work. These areas are:-

- Market Research
- Business Philosophy
- Tactical Support
- Training & Seminars
- Operational Guidance
- Competitor & Market Analysis
- Campaign Support
- Promotional Marketing

Within each area there's a number of support services aimed at 3 levels of business.

These business levels are:-

- New/fledgling businesses (START-UP)
- Small/Medium-Sized Businesses (SME)
- Larger established/Mature Organisations (CORP)

Here is an overview of the core services offered within the **Clear Workflow** division; for each of the three business levels.

Business Planning

In order to make the most of opportunity and support business growth, longevity and prosperity; robust and proven business plans must be formulated. However, one of the most common business errors, especially within the early days, is that plans are formulated at the beginning and don't change or adapt as business evolves and the market changes.

All too often, plans are drawn-up as proof of concept or to raise operational funds and then they are cast aside as business and operations take over. Business planning needs to be a high-priority, centrally located, on-going, living, breathing entity at every stage of business. Adaptable business models, projections, market knowledge and analysis all need to be monitored and orchestrated to ensure that the business is doing the right things with the best focus.

START-UP

Cre8ive Wisdom can guide new enterprises through proven business planning processes to understand and capture their goals and formulate a strategy to achieve them in order to get through the first vital 3 years. Strategies for marketing, sales generation and growth are also offered.

SME

Business growth is often the most common planning headache for small and medium-sized businesses that have established a market presence, but don't seem able to move up to the next level of operational turnover. **Cre8ive Wisdom** can help businesses to see the woods for the trees and plan a clear path forward to a larger corporate future.

CORP

Even at the highest level of established and mature business, continual planning is a vital key to achieving strategic goals. Advanced planning and decision analysis techniques can be utilised to guide directors through the choices and criteria available to them to formulate strategies for things such as Resource Allocation, Gap Analysis, Equity Building, Procurement Strategies and R&D Investment.

Strategic Direction & Decision Support

At all levels of business there are choices to make and options open. Deciding which path to take your business down is often a complex undertaking with conflicting factors making it extremely difficult to find a clear direction forward. In many cases, decisions are driven solely by the financial status quo, but basing strategic decisions purely on the finances can prove limiting. Other common factors that contribute to uncertainty in strategic direction range from differing opinions of key partners or personnel, to perceived market potential and many other conflicting pieces of core information.

Using Multi-Criteria Decision Analysis (MCDA) techniques, developed over many years at the London School of Economics (LSE) and group facilitation techniques, designed to guide groups tasked with reaching a conclusion through proven strategic decision-making processes; **Cre8ive Wisdom** consultants can help businesses to structure decisions and agree on the criteria by which the options can be evaluated against each other.

This open and transparent process will have several main outputs, whatever the decision being discussed. These include:-

- A shared understanding of the issues and goals
- A forum that allows everyone to contribute and have their say
- A robust and structured model of the decision that supports the group conclusions
- United support and agreement for the outcome
- An output report that captures all of the data, options and criteria

START-UP

Start-off on solid footing with a strategic direction supported by a proven business model, safe in the knowledge that you've looked at the options and explored the alternatives.

SME

Gain the proof that you need that your organisation is making the right decisions for its desired goals. Capture the status quo, define the goals and timescale, explore the options and test them against multiple criteria; not just financial analysis.

CORP

Discuss the options in a facilitated forum and with a proven process that tackles complex issues in a structured way, while allowing all key personnel to contribute to the outcome and reach agreement.

Marketing Communications

Traditionally, marketing communications focus on the creation and execution of printed marketing collateral and more recently online equivalents; however, at **Cre8ive Wisdom** we use strategic elements of branding and marketing in order to ensure consistency of message delivery throughout an organisation and across multiple touch points, projects and communication mechanisms.

Whether you're communicating through the media, online or offline, direct to prospects, across a client-base, throughout a supplier chain or internally within an organisation; clarity and consistency of message is key. Marketing communications must also align with core brand values and support higher-level objectives as well as activity goals.

The strategic use of all of these elements across all your marketing touch points and collateral should be coordinated and managed by experts; who understand visual communications, written communications and how brand elements combine to deliver consistent and powerful messages.

START-UP

Building a successful brand is the core to longevity in business. Powerful marketing communications is the key to brand delivery at every level of your business and something that should be given the highest priority in setting up a brand that can stand the test of time. Getting consistency of your marketing message right is the single most important thing a new business can achieve in building a robust business that will last into the future.

SME

Good marketing communications should deliver a consistent message at every stage of business, so that whenever a potential customer interfaces with your brand, their experience is a positive one, giving them the right impression of your brand. We can ensure that your message is right for your business and differentiates you in the marketplace, so that your brand experience and core messaging is both powerful and memorable.

CORP

Large corporations live and die by their marketing communications and how their brand is carried. Brand Equity gives corporate business true value in the marketplace. Brand equity is built by consistency of message delivery and perceived brand experience. These are our core competencies.

Media Management

Within **Cre8ive Wisdom** we have many years of media experience, within all aspects of media management, allowing us to coordinate multiple advertising campaigns across multiple media outlets and territories. Part of this management allows us to access preferential advertising rates within the national press, specialist magazines and trade publications within the media plan, but also in outdoor and venue advertising, promotional media and specialist options such as mobile advertising or in-flight placement.

Whatever the strategic marketing plan, we can formulate a media and campaign plan to complement and deliver on the overall objectives. We can place media and advertising in traditional printed media and online on websites that attract the right traffic to meet your media goals.

Your media message is coordinated across every touch point and your brand is handled in the same consistent way as with all marketing communications and brand experiences.

START-UP

If you have a product that requires exposure to the mass market, select socio-economic groups or to specialist target markets through advertising, inserts and media placement, we can advise you on the best media strategy, help you with the consistency of message and save you money in media booking.

SME

Advertising and media exposure can be one of the most effective ways of increasing turnover or gaining more efficient use of your overall marketing budget. The way you spend your current budget can be analysed to establish how efficient it is compared to alternative strategies which might be the key to unlocking desired turnover growth.

CORP

If you already have a media and advertising budget, we can help you get more 'bang for your buck' through more effective messaging, alternative media strategies, more efficient activities and more cost-effective media spending.

Management Support

Essentially, one of our approaches to the provision of specialist outsourcing is to provide businesses with specialist knowledge and expertise on an on-going basis, as and when an organisation requires it. At a fraction of the cost of a full-time Director, we can provide board-level expertise in a number of specialist areas, benefiting organisations in many ways.

Another common example of this type of service comes when a key member of the board leaves the business. Often, there's a gap to be filled before the desired replacement can take up the reins, placing extra strain on the key stakeholders and decision-makers, which can be elevated by our management support services.

We can provide temporary on-going expert consultancy and management support in the following areas and roles as and when required:-

- Marketing Director
- Sales Director
- Financial Director
- Communications Director
- Editorial Director
- Creative Director
- Art Director
- Production Director
- Commercial Director
- Media Director
- IT Director

Business & Process Analysis

Our specialist business analysis services can help to identify how an organisation can improve its core functions and marketing activities in order to reduce overall costs, provide more efficient use of resources and better support its overall business goals. Business analysis services can also be customer-centric; employed to engage existing customers to uncover how they might be better served and to establish better ways of interacting.

Through these services, consultants can also help Companies to achieve strategic goals through internal changes to organisational capabilities, including changes to policies, processes, procedures, communication chains, reporting and information systems.

At a more basic level; understanding where existing business comes from, can facilitate the location of further desired business. Understanding how existing customers are serviced can help to uncover efficiency gains and increase productivity and profit-margins.

Understanding how a process works and how personnel, departments, suppliers and customers interact within the delivery of the process can help to refine and optimise how processes are engaged, leading to efficiency gains and better employed resources and budgets. Use of Process Mapping techniques and other proven business analysis methodology can help any business to identify and initiate improvements.

Campaign Workshop Overview

Campaign Workshops combine proven social group processes, facilitation and decision analysis methods to foster and achieve more effective strategic planning. Workshops are designed to bring together groups of people who need to deal with complex issues facing their organisation or support owner/managers with expert advice to help them reach strategic business decisions.

Campaign Workshops are facilitated by consultants trained at the London School of Economics (LSE) in Group Facilitation techniques. The facilitator will lead participants through a structured conference designed to establish and capture the status quo, define the options, understand the issues, develop measurement criteria and set strategic goals.

The participants all contribute to the capturing of information, the building of the model, the definition of the options and the eventual outcome and solution; resulting in a shared understanding of the challenges and united support for the outcome of the workshop.

All of the data from the workshop is captured and analysed as part of the process and an output report is fed back to the group after the event. Further stages might apply to more complex strategic decisions or in larger groups and subsequent follow-up workshops and break-out meetings might be required to meet all of the objectives.

Workshops come in half-day or full day formats and can be carried out at the client premises, at our conference facilities in Dorset or in a third-party location, so that there are no distractions for participants; allowing them to focus attention within the workshop environment.

The best results are achieved through open, honest discussion and key stage agreements. It is the facilitators' role not only to lead the process and keep discussions relevant and on-track, but also to offer in expertise and advice during the process and to play devil's advocate to establish whether or not better strategies might be explored and whether or not all of the judgements are consistent.

Finally, as part of the output report; results, data, recommendations and where applicable quotes for further strategic and operational support are presented.

Here is an overview of the types of **Campaign Workshop** offered...

Strategic Planning

Focus on your short, medium or long-term strategic planning while gaining advice and guidance from experts in branding, marketing, creative & business planning. Here we get into the ribs of your business; capture the story so far, set the strategic goals and then together we plot the best route forward to meet the objectives.

Decision Making

Utilise proven decision analysis techniques to reach better strategic business decisions. This type of workshop utilises MCDA and group facilitation techniques to model decisions, capture the options and compare them to each other against the defined and agreed criteria. Monetary and non-monetary criteria can be analysed and different scenarios can be evaluated within the model, including attitude to risk and different levels of funding.

Business Development

Structure your new business venture or analyse your current business to uncover direction, differentiation, efficiency gains, opportunity and capacity. Within this workshop, we focus on you and your business to uncover opportunity, resources, capacity and capability for further business development.

Growth Management

Identify the best route forward for your business by looking at operational challenges and resources to plan for survival at a higher business level. We can identify and assess the levels of existing resource and capability and where these levels will need to increase to achieve the goals in growth. Then, we can establish the best way to management growth moving forwards and set strategies and timescales.

Group Facilitation

Gain a shared understanding of the challenges ahead, consider the options, decide the criteria by which to measure viability and unite behind the outcome. Group Facilitation can be used to support any broad-level or operational decision where conflicting viewpoints exist or where clashes in business approach or philosophy are preventing conclusions from being satisfactorily drawn.

Resource Allocation

It's all about best value. By analysing an organisation and its resources, a picture can be modelled to where the organisation is where it needs to be. Then, scenarios can be looked at and options assessed against objectives and a range of strategic criteria to uncover best resource efficiency and configuration moving forward.

Product Development

A specialist workshop tasked with planning and prioritisation in product development. This workshop can model multiple possible projects as a portfolio of options, allocating resources to research & development, planning, marketing, manufacturing and all other aspects of product development so that the best use of available budgets can be chosen and the best returns identified before a penny of R&D budget is spent.

Policy Development

It is often difficult to set Company policies and procedures without expert guidance and consideration of the options. Pricing is an obvious area where market and competitor analysis can be combined with business factors such as cost of manufacture, shipping, marketing, cost of sales, distribution costs, brand equity and many other individual factors to assign a pricing policy. Other policies, such as environmental, staff development and training, salary structure and sustainable energy can also be developed in a workshop designed to develop policies based on criteria important to you.

Brief Capture

This is the most common type of workshop undertaken across many services divisions at **Cre8ive Wisdom**. Here a marketing brief, website structure, media plan or project definition is discussed and captured, so that requirements can be completely understood. Expectations and goals are set and exact requirements agreed and signed-off, ensuring that what we then deliver is exactly what was required at the beginning of the project.

This process also makes it easier to plot changes to requirements throughout the lifecycle of a project and also makes it possible to gain exact like-for-like specification quotations from other suppliers, should a client want to compare other estimates or reform requirements to meet an exact budget.

Chicago Way Overview

The **Chicago Way** is a multi-faceted marketing support division that applies equity building and business structure processes to marketing, as well as market research, business support and planning services.

Chicago Way offers an approach based on the business philosophies of American corporate pioneers of the 1920's and the single-minded determination, organisation and operational structure adopted by the same decades' Chicago-based Mafioso.

The founding principles of **Chicago Way** are *"build it bigger; build it better"*, but still, *"Everything begins with Strategy"*. The name comes in some regards from a speech in *The Untouchables* movie, where the character played by Sean Connery describes the **Chicago Way** as 'One of theirs pulls out a knife, we pull out a gun. They put one of ours in hospital; we put one of theirs in the morgue; that's the **Chicago Way**.'

In business, it is an aggressive, strong, organised and focussed strategic approach that looks at the long term and acts purposely and aggressively to dominate a market and out-do the competitors. If your rival takes out a page of advertising in a national newspaper; the **Chicago Way** dictates that you should take out two pages. If your competitor brings out a product at £8, the **Chicago Way** demands that you bring yours out at £7.

All must be bigger, better and louder than your competitors, to build a market-leading brand that can dominate its market for many years to come; such as brands with longevity like Coca Cola, Ford, Woolworths and Shell; all of which grew to and maintained huge proportions during the 1920's.

So, **Chicago Way** is aggressive and flamboyant; therefore it does need significant funds to achieve true success. It needs available funds to move quickly to meet opportunity, it needs focus, nerve & commitment to engage and stay with, it needs structure, network and organisation, and it requires a single-minded determination to succeed and grow; to be all that you can be.

Once a strategy is set, **Chicago Way** is also set-up to support on-going media and marketing tactics with expert guidance, help & support; as well as training and seminars. At Start-up and SME levels, **Chicago Way** is centred on market and competitor analysis and marketing support, allowing even fledging brands to play on a level playing field with more established competitors through web and media strategies that engage the market and out-do competitors with bold branding and activities.

Here is an overview of the marketing services offered within the **Chicago Way** division; for each of the three business levels.

Business Philosophy

Based on the American corporate approach on the 1920's (build it bigger) and the organisational principles of the same periods' Mafioso, a lot can be learned about building and organising business in the modern day. The application of these principles in a modern business environment can help to build big brands and market domination.

If you want to establish your business quickly, grow your business significantly or begin to dictate the market conditions in your market sector, the **Chicago Way** is the way for you.

START-UP

From a start-up point of view, branding and marketing communications can be formulated and media plans developed that can very quickly establish you within your marketplace and get your message known in key areas. However, this approach does require a good level of funding, good levels of available resource and spare capacity. If your plan is to build a brand to be here in 50 or 100 years; this approach is the way to go.

SME

Is it time to adopt a more aggressive market position? Quality output, average growth and consistent levels of market share can only get you so far... If you want to achieve significant business growth, or want to become the brand of choice within your market sector the **Chicago Way** can help you build it bigger, build it better.

CORP

To stay ahead of the game and one step ahead of your competitors, the **Chicago Way** can help you to market domination, brand equity gains and sustainable growth; turning your mature business into a household name brand or a Company that can be around in 100 years or more. The approach is aggressive, loud and forceful; so get ready to dictate the way things are going to be in your market place.

Market Research

From competitor and market analysis to business case and business development, **Chicago Way** provides robust, exact and informative market research services. Our researchers systematically collect, record and analyze competitor and market data to build a picture of the exact circumstances associated with client business.

This is a painstaking and lengthy process, which is traditionally an expensive exercise to undertake. The **Chicago Way** is to capture what the client knows about the market first, so that we're not feeding back information that is already known.

START-UP

If you're launching a business, you need to know your marketplace so that you can uncover opportunity and look for market differentiation. **Chicago Way** can help to build the picture and then analyse the market and your business with context.

SME

In an existing marketplace, market research services can be utilised to uncover opportunity, gather insightful competitor information and identify market gaps that can hand you professional advantage. By knowing what you're competitors are doing, you can also utilise the **Chicago Way** to out-do and out-shine your competitors in the marketplace.

CORP

In mature businesses, there are many uses for this type of robust market research. The data can help with acquisition policies, strategic planning, and product development, whilst providing the key to market domination through aggressive media policies.

Tactical Support

Once **Chicago Way** has helped to shape your plan and centralise your strategy, you need robust and consistent tools to address the market place and begin to realise your strategic plan. Whatever the strategic goals and whatever the tactical level of support, we can advise, plan, organise and implement any type of media marketing and support your on-going campaigns.

Marketing communications and other tactics need to be clear, concise and delivered with impact. Whatever the tactics required and collateral needs to fulfil the strategic brief; **Chicago Way** can supply.

Training & Seminars

To educate client organisations and key personnel in **Cre8ive Wisdom** techniques, **Chicago Way** principles and to engage clients, entrepreneurs and businessmen in media and marketing processes, we run a training programme and a seminar timetable. Future sessions will be announced to our newsletter subscribers and on the **CommunciationsWire** section of our website.

Operational Guidance

Our on-going client support offers to help and steer your operational business and provide expertise and advice to those that require it. We offer all of our clients our marketing knowledge and our business experience and insight in order to facilitate success. **Cre8ive Wisdom** has been formed with a unique approach to client business and to its own development. *“Everything begins with Strategy”* enabling the development stages that follow to be logical, proven and suitable to achieve the desired goals.

Get the strategy right, making sure that everything is **SMART** (Strategic, Measurable, Achievable, Relevant & Targeted) and the concepts and creative treatment that follow will meet the requirements and deliver on expectations. The cycle then moves into the post activity phase, where results are analysed, plans adjusted and the strategic process begins again.

The **Cre8ive Wisdom** business strategy is to help clients grow and meet their business goals on an on-going basis, to enable **Cre8ive Wisdom** itself to develop. As our **clients grow; we grow.**