



**Here's What  
I BELIEVE**

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# ME AND TEAM LEADERSHIP

I believe a creative team deserves a simple, guiding philosophy. For me, that's a set of beliefs. Some of them based on what I've done in the past. Some are instinctual.

Others come from what I've read or seen others do. But every single one has effectively helped shape what I do and how I work with others.

My ability to lead is far more effective because I can articulate what I believe.



**I BELIEVE SMALL, NIMBLE  
TEAMS ARE HUGELY EFFECTIVE.**





In my experience creative teams do their best work when they are empowered to solve problems. In fact, I've coached many self-organized teams to great success. To that end, I helped develop and implement a modified agile approach that works extremely well in a creative environment. And, it doesn't strike fear into the hearts of PM's.

Morning standup meetings / 'slack' or basecamp / collaboration documents & files / one-on-ones / 2-way reviews / peer review of creative / project war rooms / lead by example / personal & team goals / lunch & learns / outsource burst



**CD + STRATEGY**

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**ART / COPY / TECH  
ANALYTICS / RESEARCH  
PROJECT MANAGEMENT  
STUDIO / UX**

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**MEDIA PARTNERS**





# ME AND STORYTELLING

I believe that effective storytelling leverages a human truth. I learned this early in my career and still use this approach in everything I create. I look for insights in research to help identify the one thing that makes an audience unique (a need, a problem, an opportunity).

It's essential to find something that resonates with the viewer so that the message is relevant and meaningful.





1. **Poutition** - people want to belong / Canadian identity.
2. **The Story of i** - everyone wants to be loved.
3. **Big Gig / Monolithic Wireless** - people want a hero / stand up to a bully.



**I BELIEVE THE CREATIVE BRIEF  
CAN BE IMPROVED.**



Customers have evolved. They're more engaged and highly social. A creative brief that focuses solely on a USP and *What We Need To Tell Them* can miss the mark.

A great creative brief identifies a problem and helps uncover an opportunity for relevant brand engagement.

When you take this approach the creative output is often self-evident.

**Adaptive Marketing Brief**

Date: \_\_\_\_\_  
Client: \_\_\_\_\_ Brand \_\_\_\_\_  
Job name: \_\_\_\_\_ Project \_\_\_\_\_

**Brand Overview**

Describe the brand in simple terms.  
What are the key attributes?  
What does it aspire to be?

**Project Objective**

What is the reason for this project?  
What is the key motivator behind this activity?  
List the Key Performance Indicators (KPI)?

**Target Consumer**

Outline the consumer demographics and psychographics.

**Digital/Social Habits and Behaviors**

This is persona-based.

**What Are They Trying To Do?**

What hurdle or problem(s) do they have?  
What do they want to do better?

**How Can We Help Them?**

*Clear statement of benefit.*





**I BELIEVE STAKEHOLDERS  
DESERVE TO SEE INNOVATIVE  
IDEAS ALL THE TIME.**





Every stakeholder deserves to see what's possible. They need to know that the people who work on their business are excited to bring them ideas. That's why I try to share something new and innovative at every opportunity. Not only does it foster a collaborative experience within a company but it builds trust and always leads to something interesting. I expect the same approach from my creative staff.





**I BELIEVE EVERYONE SHOULD  
HAVE A FRESH IDEA, EVERY DAY.**





It's impossible to count the times I've said to a co-worker, "guess what I thought about on the way to work" or "you know what I dreamed about last night?" We're social people. We constantly share our ideas. And we should freely give them away because that's the way they get better and grow. And for that reason, I challenge everyone I work with to share a new idea each and every day.





**I BELIEVE THAT  
FAILURE CAN BE GOOD.**





It takes guts to take a chance because sometimes the things we try don't work out the way we hope. But, doing the same thing over and over because it doesn't have any risk isn't a solution. In fact, it's a sure way to lose opportunities and staff.

When you take a calculated risk, learn from the experience and move forward...  
it's worth it 100%.





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