FOREWORD

Just think. Think loud. Think out loud. Louder than a balloon popping. Louder than the sirens blaring. Louder than a plane taking off. Think loud. Think out loud. Kick the dust up. Send up the smoke signals. Skip the shallow water, and start at the deep end. Think of the loudest thing you can think of and then think louder than that. Just thinking—what if, why not, how come—is not enough if no one can hear it. The world is loud, so think louder. Make us stop and listen. Make us hear it.

START WITH QUESTIONS

For our first workshop, the questions were:

- 1 How do these wider market shifts and consumer trends impact both client challenges and our creative opportunity?
- 2 Could (and should) we be considering the end consumer more the process of making and thinking?
- 3 How do e-tailers attract visitors to their online shop-Who does that impact our opportunity within digital design and art direction?
- 4 What challenges and opportunities do you see for Made Thought in the future within the online or in the physical space?
- 5 What skills do we as a team wish to grow to deliver impact on the agency of the future?

From the readings, pose five questions for everyone to think about before the workshop.

Use the Question Cards included in this pack during the workshop.



Thinking, Talking, Making Workshop Starter Pack December 2019 1/5

















THINK

THINK

Brand identity is not enough. This is just one piece of the przzle. We now nowe to consider so much more. What is the deeper meaning & message behind this brand? This is where our creative challenge his.

WE SHOULD FIND WATER

WE SHOULD FIND WATER

WHE WEDING POINT A

CHEN POVER CARRIENCE.

Think, Talk, Make	Workshop Starter Pack	December 2019	1/4

A guidebook

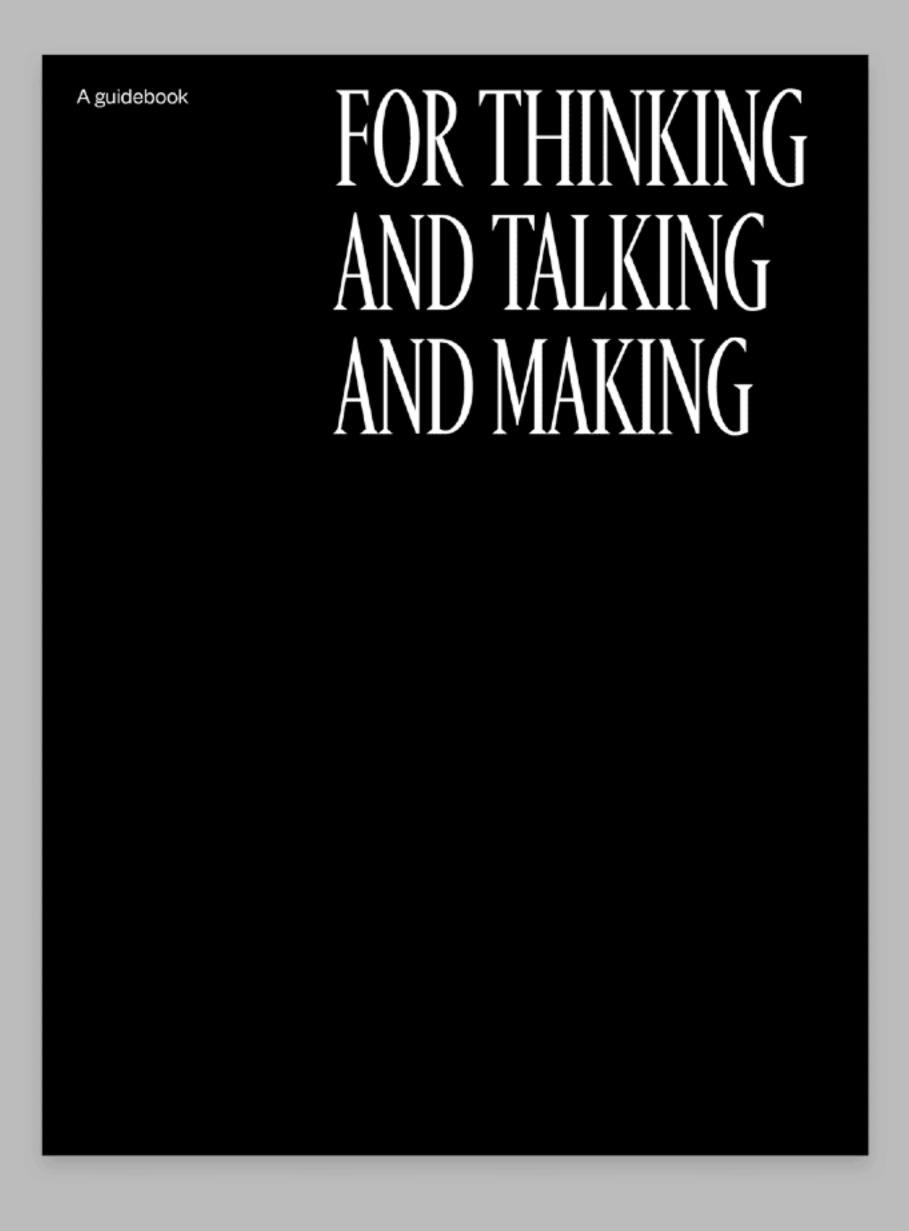
FOR THINKING AND TALKING AND MAKING

A guidebook

FOR THINKING AND TALKING AND MAKING

A guidebook

FOR THINKING AND TALKING AND MAKING



AND MAKING

FOREWORD

Just think. Think loud. Think out loud. Louder than a balloon popping. Louder than the sirens blaring. Louder than a plane taking off. Think loud. Think out loud. Kick the dust up. Send up the smoke signals. Skip the shallow water, and start at the deep end. Think of the loudest thing you can think of and then think louder than that. Just thinkingwhat if, why not, how come-is not enough if no one can hear it. The world is loud, so think louder. Make us stop and listen. Make us hear it.



INTRODUCTION

Creating desire, creating Boor, Skye Gengelland David Price, Coalg work that people fall in love with, starts here.

The back source helding invour hands is a second of this discussion we had intermally, but is also a guide book of best practice for workshops at Made Thought in the future.



START SMALL

Conversations work better when they're kept small.

Capping the discussion at 8-10 people gives everyone room to think and to speak.



START WITH COMMON

Gapper J (2000) Your hillennists Box The Mondis Most Pr Consumer' Financial Times 6-June



pick a topic and share 4-5 articles related to it with the team one week beforehand.

Ask them to find a quote from the reading materials to share at the workshop.





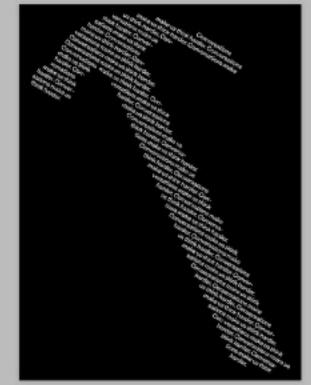


about before the workshop. 2 Coult that should us be considering the available more the process of making and thinking?

Use the Question Cards included in this pack during the workshop.

3 Howeld o taken attract violates to their ordine stop Who does that impact our opport unity-will in digital design and a tuli second

1 What skills are no as artest with tograw to dollier impac on the agency of the futural

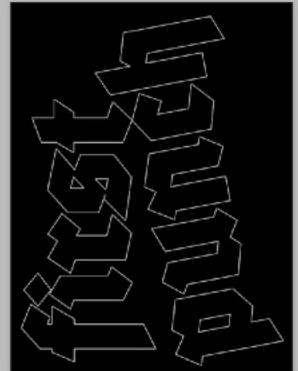


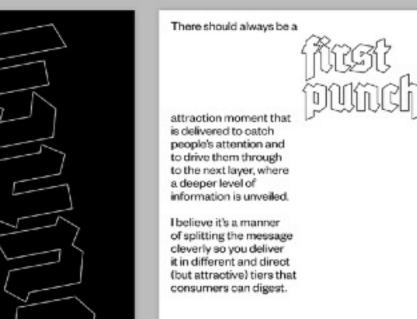
START OVER LUNCH

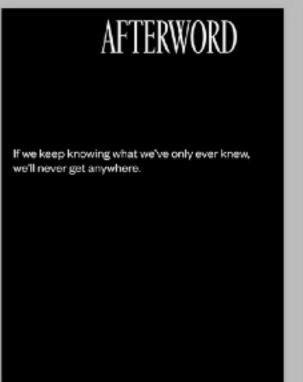
Pick a table, pull some chairs together, and gather around. Our first discussion was held between 11:00 and 13:00.

Begin with everyone sharing a quote from the articles.

Conversations will naturally veer in a multitude of directions, but a loose structure of how it will run, moving from one quest next, can keep a focus.









Think, Talk, Make Workshop Starter Pack December 2019