



Week 3 Homework

Raj Samuel | Career Booster Programme

The Crystal Ball Pitch

This week is about articulating your unique "benefit of hindsight" — the perspective you've gained from moving across different sides of the desk. You're not just a strategist — you're someone who can see where things are heading because you've been everywhere they've been.

Progress: 89% complete

Your Building Blocks (from our sessions)

Use these to craft your pitches below:

Your Core Thread

"I spot the cultural-emotional truth hiding beneath the business problem, then make it tangible so people can act on it. The unlock is always about giving permission."

The Transformation You Enable

Helping brands stop treating people like "audiences" and start treating them like humans again.
Moving organisations from messaging to experiences that actually land.

Your Crystal Ball Advantage

You've moved across different sides of the desk — agency, client-side, startup, founder. This gives you a "benefit of hindsight" that others don't have. You can see where things are heading because you've been everywhere they've been.

What Makes You Different

You take people on a journey. You seek collaborators who are excited, open-minded, and ready to be challenged. You're driven by stepping outside comfort zones and finding completely different ways to approach problems.

Your Legacy Statement

"He made brands more human, more entertaining, more alive — and showed organisations that culture and entertainment move people far more than advertising ever could."

Section 1: The Crystal Ball Pitch

Craft your "benefit of hindsight" story at three different lengths. Each should feel natural, not rehearsed.

The Goal

When someone asks "So what do you do?" or "Tell me about yourself" — you want them to immediately understand why your perspective is different and valuable. The crystal ball pitch positions your cross-industry experience as a superpower, not a scattered career.

30 seconds **The Elevator Pitch**

For: Networking events, first introductions, LinkedIn connection messages

Aim for ~50-75 words

I'm a Creative Strategy Director who works through culture and entertainment, because that's how people actually feel things.

I've lived across countries and languages, worked agency-side, brand-side and founder-side, and spent years experimenting in underground, music-led immersive worlds where you quickly learn if something works. People either feel it, or they leave.



2 minutes **The Coffee Chat Pitch**

For: Informational interviews, intro calls, "tell me about yourself" in interviews

Aim for ~200-250 words

I'm a Creative Strategy Director who works through culture and entertainment, because that's how people actually feel things. Most of us switch off pretty fast when we feel talked at.

I've lived across countries and languages, worked agency-side, brand-side and founder-side, and spent years experimenting in underground, music-led immersive worlds. Those places are good teachers. You know very quickly if something works. People either feel it, or they leave. No polite nodding.

That's trained me to spot patterns quickly, especially the gap between what a brand thinks it's



5 minutes **The Deep Dive Pitch**

For: Final-round interviews, board presentations, speaking opportunities

Aim for ~400-500 words

I'm a Creative Strategy Director who works through culture and entertainment, because that's how people actually feel things. It's also how brands stay alive without constantly shouting for attention.

I've lived across countries and languages, worked agency-side, brand-side, and founder-side, and spent years experimenting in underground, music-led immersive worlds. Those spaces are a great reality check. You don't get polite feedback. You don't get the benefit of the doubt. You know very quickly if something works. People either feel it or they leave.



Test It

Read each pitch aloud. Does it sound like you talking, or like a LinkedIn profile? If it sounds written, make it more conversational.

Section 2: Positioning Sandbox

A space to experiment with different angles and framings. Nothing here is final — play with the words.

The "I Am / I Am Not" Sharpener

Binary thinking to clarify your positioning. What do you want to be known for? What do you NOT want to be mistaken for?

I AM

- A Creative Strategy Director grounded in culture, entertainment, and lived experience
- Someone who spots the human truth under the brief before it's been articulated
- Comfortable working agency-side, brand-side, and founder-side
- Multicultural by life, not by slide — shaped by countries, languages, and different ways of seeing

The "When They Say X, I Say Y" Reframes

Common questions or objections you might face, and how you'd reframe them

- "We need a campaign."
- What people actually need is something they can step into, not be spoken at.
- "We need to explain this better."
- If it needs that much explaining, something's off in what people are actually encountering.
- "Can we make it clearer?"
- Clarity helps, but how it feels usually matters more.

"What is it?"

The Headline Generator

If you had to describe yourself in a single headline for each dream company, what would it be?

Had to spend time with each as the first 4 are similar companies but have their differences.

Jack Morton

Creative Strategy Director who turns human insight into experiences people choose to step into, not just campaigns that people see.

Amplify

Strategic voice for culture-driven experiences that feel alive, not crafted to be watched, but

The "What Do You Actually Want?" Clarity Check

Sometimes we need to get really honest with ourselves. Write freely — this is just for you.

What do I actually want from my next role?

I want to work somewhere that genuinely believes culture and experience are not outputs, but levers.

A role where I'm trusted to shape direction early, not decorate decisions late.

I want to build things people feel, not just explain things people understand.

I want proximity to real creative work, real makers, real audiences, and enough influence to turn instinct into action.

And I want to be somewhere that values curiosity, play, and experimentation as strengths, not

Section 3: Actions Before Week 4

Practical steps to take before our final session.

Practice Log

Who can you practice your 30-second pitch with this week? Note how it lands.

Person 1:

What I said:

How it landed:

Questions for Week 4

What do you want to make sure we cover in our final session?

1. How do I make sure I'm recognised for cultural and experiential transformation, not repeatedly translated back into 'strategy delivery' roles? How do make sure this translate well?



Your Pattern Reminder

"I spot the cultural-emotional truth hiding beneath the business problem, then make it tangible so people can act on it. The unlock is always about giving permission - to be brave, to reframe, to see bigger opportunities."

Career Booster Programme with Lisa Gills | Harness the Spark

Due before Session 4