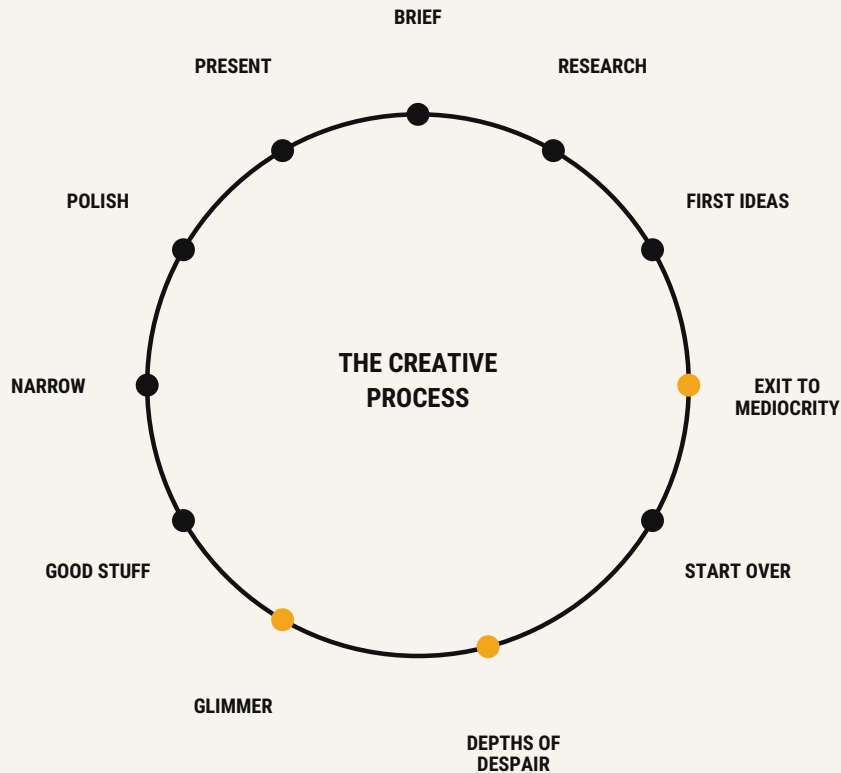


02 / FIELD TOOL

CREATIVE PROCESS CLOCK

Creativity follows a pattern even when it feels like chaos.



Use the clock to locate the team before you try to lead them. A person in the Depths of Despair needs something different from a person polishing at ten o'clock.

The goal is not to skip stages. It is to move through them with more skill and less panic.

02 / FIELD TOOL

CREATIVE PROCESS CLOCK

What each stage needs from the creative director.

12 / BRIEF

Create clarity. Make sure the problem, audience, constraints, and definition of success are real.

1 / RESEARCH + COLLECT

Fill the reservoir. Push beyond direct competitors and obvious category references.

2 / FIRST IDEAS

Protect volume over polish. Make rough thinking safe to share.

3 / EXIT TO MEDIOCRITY

Notice when “good enough” is trying to end the process too early. Ask for more.

4 / START OVER

Make resetting feel like progress, not failure. Introduce a new constraint or angle.

5-6 / DEPTHS OF DESPAIR

Normalize the struggle and keep productive pressure on. Do not retreat to safe work.

7 / GLIMMER

Spot the fragile spark before it is fully formed. Protect it long enough to grow.

8 / GOOD STUFF

Expand the territory before narrowing. Explore variations while momentum is high.

9 / NARROW DOWN

Judge with structure. Choose on strategic fit, distinctiveness, and executability.

10 / POLISH

Push craft without polishing the life out of the idea. Know when to stop.

11 / PRESENT

Tell the story clearly. Rehearse. Tie the work back to the problem and audience.