

01 / FIELD TOOL

CREATIVE BRIEF

Turn a business problem into a clear creative opening.

People have a million things on their minds and they do not want to see the thing you are about to make. Start by making the problem worth solving.

Client / Project

Name the work clearly.

Why are we advertising / communicating?

What business or human problem needs to change?

Who are we talking to?

Go past demographics. Who are they, really?

What do they currently think?

Where are we picking them up?

What would we like them to think?

Where are we trying to take them?

What is the single most persuasive idea we can convey?

One idea, not five.

01 / FIELD TOOL

CREATIVE BRIEF

Constraints should define the field without dictating the answer.

Why should they believe it?

What proof, truth, or evidence closes the credibility gap?

Creative guidelines

What is non-negotiable? Where do we have room?

Deliverables

What actually needs to be made?

Timeframe

What are the real decision points and deadlines?

How will we know it worked?

Define success before the work starts.

BEFORE YOU KICK OFF

Can the team explain the problem in one sentence?

Is the audience described like human beings, not a media plan?

Is there one persuasive idea at the center?

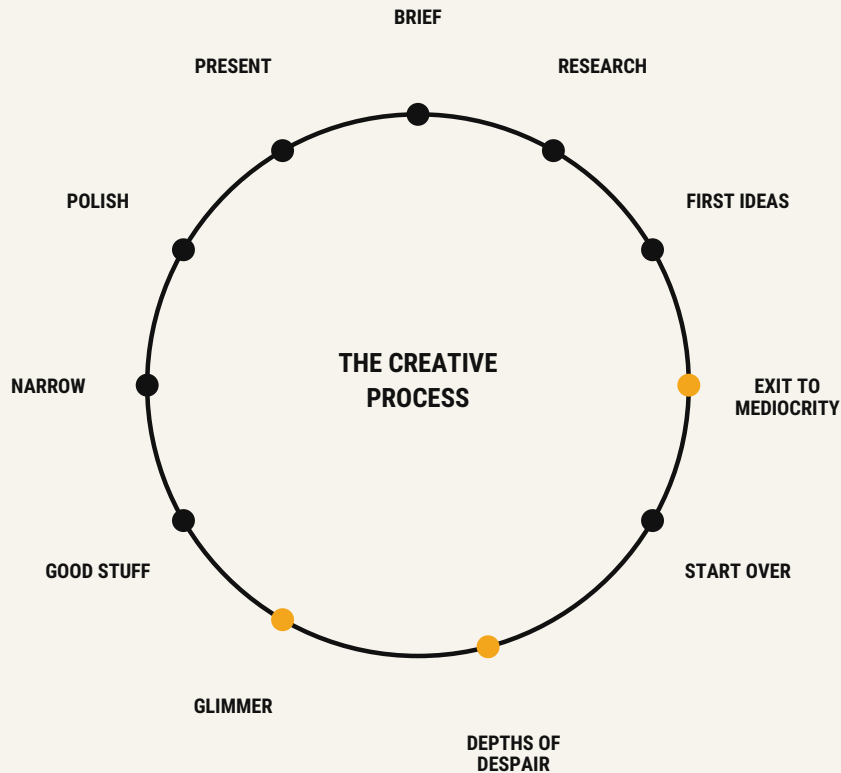
Are the constraints clear without prescribing the execution?

Would a creative person read this and want to solve it?

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.

03 / FIELD TOOL

THE GREAT WORK TEST

A scorecard for choosing stronger ideas without pretending judgment is math.

CRITERION	QUESTION	1	2	3	4	5
ON STRATEGY	Does it solve the problem in the brief?					
ONE CLEAR IDEA	Can you explain the concept in one sentence?					
UNEXPECTED	Does the audience get something they did not already know was coming?					
HUMAN	Does it connect to something somebody actually wants, fears, notices, laughs at, remembers, or cares about?					
OWNABLE	Cover the logo. Could a competitor run the same idea tomorrow?					
HAS LEGS	Can it survive across executions, channels, and moments?					
CRAFT SERVES THE IDEA	Is the execution sharpening the concept rather than hiding a thin one?					
WOULD I STOP FOR IT?	In a distracted real-world moment, does it earn attention?					

Do not let the score make the decision. Use it to expose disagreement. If one idea scores lower but everyone is still leaning toward it, ask why. There may be a quality the grid is not capturing yet.

03 / FIELD TOOL

THE GREAT WORK TEST

Use the questions to make the conversation more specific.

Which direction are we protecting?

Name the strongest thing about it before you start fixing anything.

What is keeping it from being great?

Focus on the one or two issues that matter most.

What would make it more ownable?

Push toward a truth only this brand, product, or organization can claim.

What would make it more human?

Find the want, fear, tension, joy, memory, or truth underneath the cleverness.

What should we make next?

End with a clear next move, not a cloud of comments.

04 / FIELD TOOL

FEEDBACK FILTER

Turn client notes from orders to obey into clues to read.

After a review, sort each note into one of three buckets before the team starts revising.

01 / IMPLEMENT	02 / REAL ISSUE, WRONG FIX	03 / SIGNAL OF SOMETHING DEEPER
The note is clear, reasonable, and the requested change is the right solution.	The client has identified a real problem, but the proposed solution may weaken the work.	The stated problem may not be the real problem. Something underneath the reaction needs to be understood.
Do: make the change cleanly.	Do: solve the concern, not necessarily the prescription.	Do: ask questions and identify the concern under the note.

A GOOD REVIEW ENDS WITH FOUR THINGS

What happens next

A real timeline

Specific help

A vote of confidence

Ask before you tell. Name the problem clearly. Give direction without taking the pencil out of their hand.

04 / FIELD TOOL

FEEDBACK FILTER

Use this page immediately after a client or stakeholder review.

NOTE	BUCKET	REAL CONCERN / NEXT MOVE
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	
	1 / 2 / 3	

05 / FIELD TOOL

CREATIVE PRESENTATION BLUEPRINT

A simple story structure for selling the work without overselling it.

- 1** **Remind them of the problem.**
 - 2** **Remind them who the audience is and what matters to them.**
 - 3** **State the insight that opened the creative opportunity.**
 - 4** **Explain the idea in one sentence.**
 - 5** **Show the strongest execution first.**
 - 6** **Show enough additional work to prove the idea has range.**
 - 7** **Tell them which direction you recommend and why.**
 - 8** **Ask for reaction, listen, and find the concern under the note.**
-

You do not need a forty-slide deck to make a good idea feel important. You need a clear story and the confidence to let the work do its share of the talking.

05 / FIELD TOOL

CREATIVE PRESENTATION BLUEPRINT

Rehearsal sheet

The problem in one sentence

If this is fuzzy, the room will judge the work against different problems.

The audience truth

What matters to the people we are trying to move?

The insight

What opened the creative opportunity?

The idea in one sentence

Short enough to remember after the meeting.

Our recommendation

Which direction do we believe in, and why?

The hardest question we expect

Pressure-test it before the room does.

The line we will not cross

What part of the idea are we prepared to defend?

06 / FIELD TOOL

WEEKLY OPERATING SYSTEM

A few repeatable anchors that keep people, work, and clients moving.

MONDAY / ORIENT

What are the three pieces of work that matter most? Where is the risk? What decisions are waiting on you?

REVIEW RHYTHM

Put predictable creative reviews on the calendar. WIP reviews are for the work, not status theater.

ONE-ON-ONES

Protect time focused on the person more than the project.

DEEP WORK

Block uninterrupted concepting and craft time for the team and for yourself.

PROJECT GATES

Brief review kickoff early creative review direction review pre-presentation review debrief.

DECISION LIST

Keep a short list of the calls only you can make. Clear it aggressively.

FRIDAY / LOOK BACK

What is unfinished? What is becoming a problem? Who needs recognition? What conversation needs to happen Monday?

A system should make the work feel lighter, not heavier. If a habit adds noise without creating clarity, get rid of it.

06 / FIELD TOOL

WEEKLY OPERATING SYSTEM

Use this as a one-page reset at the start and end of each week.

TOP 3 THIS WEEK**REVIEWS / DECISION POINTS****ONE-ON-ONES****DEEP WORK TO PROTECT****DECISIONS ONLY I CAN MAKE****FRIDAY: WHAT I AM CARRYING FORWARD**

07 / FIELD TOOL

ONE-ON-ONE GUIDE

Keep the conversation focused on the person more than the project.

The one-on-one is where small frustrations surface before they become big problems, and where you learn what the person actually needs from you.

What is going well right now?

What is frustrating you?

Where do you want to grow?

What are you not getting enough of?

What kind of work gives you energy?

What kind of work is draining you?

Where do you feel blocked?

What do you need from me?

Is there something I am doing that is making your work harder?

What is one thing you would like to be trusted with next?

Do not make every one-on-one a coaching session. Sometimes the best thing you can do is listen.

07 / FIELD TOOL

ONE-ON-ONE GUIDE

Conversation notes

What I heard**What they need from me****Growth / opportunity to create****Follow-up I owe them****NEXT CHECK-IN**

08 / FIELD TOOL

DISC QUICK GUIDE

Do not put people in boxes. Notice how they naturally work, then flex your leadership.

D / DOMINANCE

CONCEPTUAL ENGINE

Bold, decisive, risk-taking, big-picture.

LEAD THEM WELL: Be direct and brief; focus on results; hand them problems instead of prescriptions; give real ownership.

WATCH FOR: Watch for impatience with details, process, and quieter teammates.

I / INFLUENCE

ENTHUSIAST + CONNECTOR

Energetic, optimistic, social, fast ideation.

LEAD THEM WELL: Give room to talk things out; offer public credit; create chances to present; add gentle structure.

WATCH FOR: Watch for scattered follow-through, loose deadlines, and optimism that outruns reality.

08 / FIELD TOOL

DISC QUICK GUIDE

The goal is range: lead each person the way that person needs.

S / STEADINESS

THOUGHTFUL REFINER

Supportive, stable, user-focused, consistent.

LEAD THEM WELL: Give clear direction; allow time to process; recognize quiet work; create safe ways to share unfinished ideas.

WATCH FOR: Watch for resistance to sudden change and good ideas staying unspoken.

C / CONSCIENTIOUSNESS

PRECISION SPECIALIST

Careful, analytical, exacting, craft-focused.

LEAD THEM WELL: Give detailed briefs; set clear expectations; use logical feedback; allow time to research and refine; respect their standards.

WATCH FOR: Watch for getting lost in details, over-criticism, or freezing in ambiguity.

PAIRING SHORTCUTS

D + I – Breakthrough ideas + the ability to sell them.

I + S – Lively ideas + thoughtful refinement.

S + C – Usable work + precise execution.

D + C – Bold thinking + rigor that makes it real.

08 / FIELD TOOL

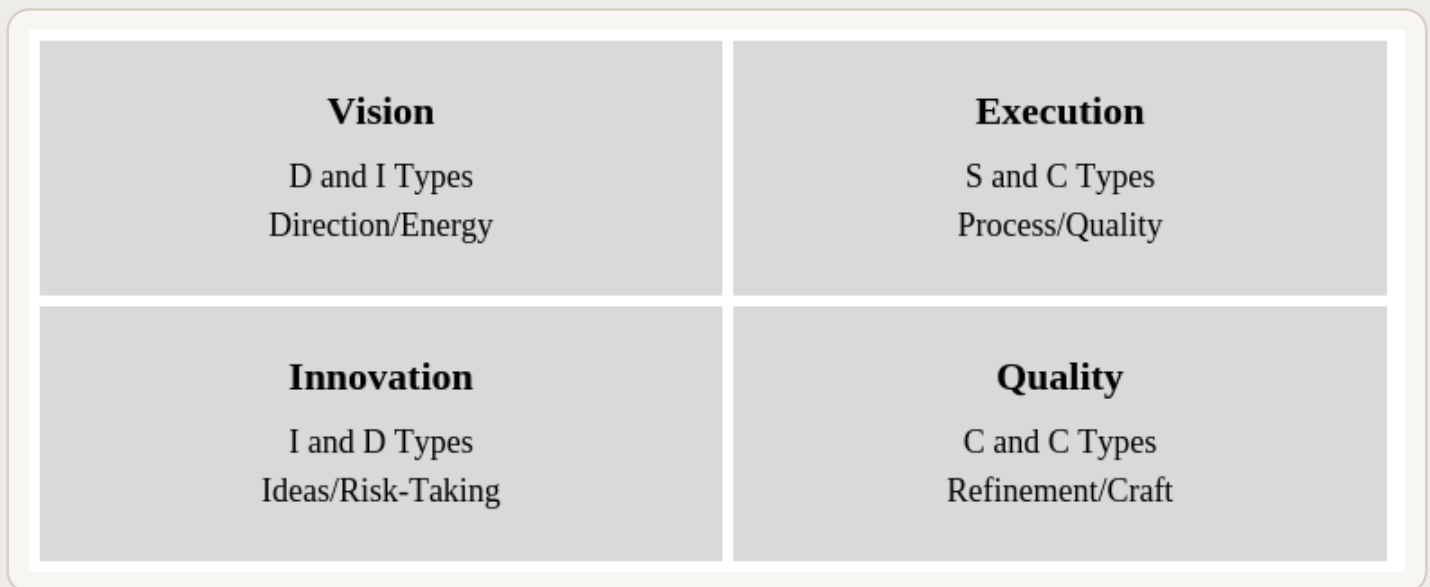
DISC FRAMEWORKS

A few quick visuals to make the patterns easier to see and easier to use.

FIGURE 1

CREATIVE TEAM BALANCE FRAMEWORK

How D, I, S, and C contributions balance across a creative team.



08 / FIELD TOOL

DISC FRAMEWORKS

A few quick visuals to make the patterns easier to see and easier to use.

FIGURE 2

MOTIVATION DRIVERS BY DISC TYPE

What tends to drive each DISC type at work.

D — Dominance

Results
Challenge
Control
Competition
Achievement

I — Influence

Recognition
Relationships
Enthusiasm
Expression
Collaboration

C — Conscientiousness

Accuracy
Expertise
Quality
Logic
Mastery

S — Steadiness

Recognition
Relationships
Enthusiasm
Expression
Collaboration

08 / FIELD TOOL

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FIGURE 3

PROJECT LIFECYCLE TEAM COMPOSITION

Which DISC types tend to lead each phase of a project.

Discovery & Strategy	Concept Development	Execution & Delivery
D Primary: Direction	D Primary: Decision	D Primary: Drive
I Primary: Insights	I Primary: Ideas	S Primary: Implement
C Primary: Analysis	C Primary: Systems	C Primary: Quality

08 / FIELD TOOL

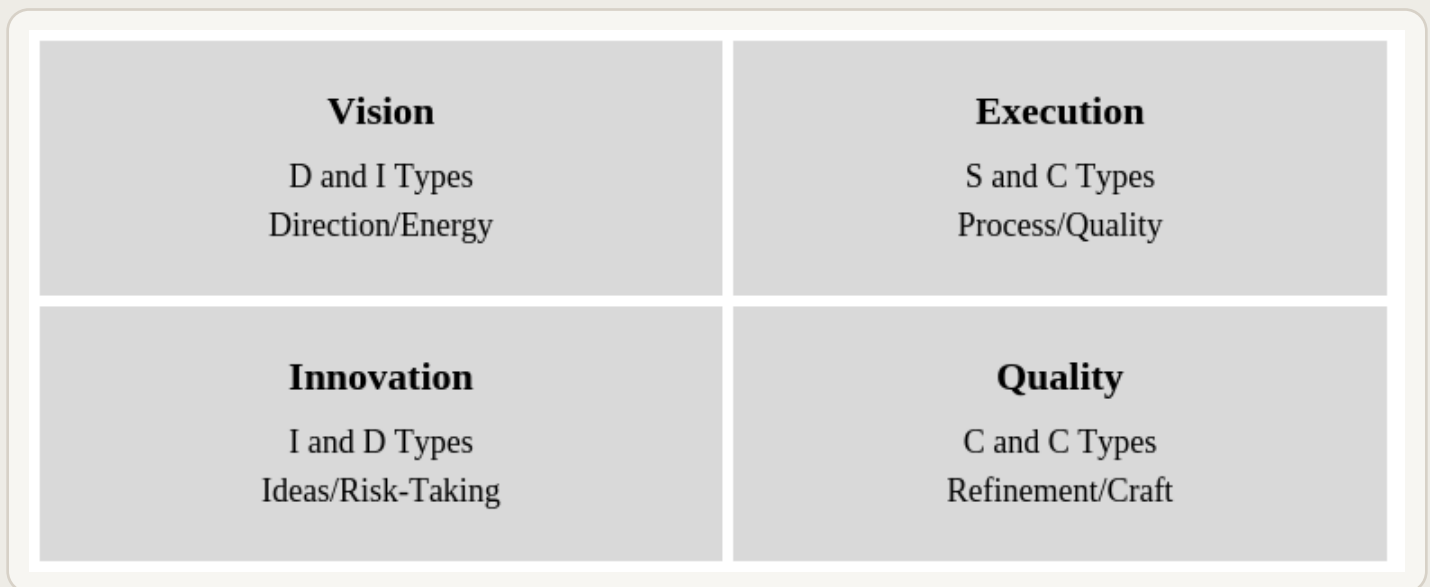
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09 / FIELD TOOL

AI TEAM GUARDRAILS

Use the second brain for speed. Keep the human brain responsible for judgment.

USE AI TO

- Pressure-test a brief
- Map a category quickly
- Surface objections
- Generate volume in early exploration
- Keep feedback loops moving
- Produce mechanical variations faster

DO NOT HAND OVER

- Taste
- The fragile “glimmer” of a new idea
- Final creative judgment
- Client and team relationships
- Care
- Responsibility for the result

ALWAYS

- Brief the machine clearly
- Verify what it gives you
- Protect the team’s voice
- Be honest about what is assisted
- Keep confidential or NDA material out of public tools unless you know where it goes
- Take responsibility for the final work

PROMPTS ARE BRIEFS

Clear, constrained, focused prompts get better raw material. A vague prompt gets vague slop. Teach your team to brief the machine the way they would brief a colleague.

The danger is not that AI gets you nowhere. The danger is that it gets everybody to “good enough” faster. Use the speed to reach the starting line sooner, then go further.

09 / FIELD TOOL

AI TEAM GUARDRAILS

Write the policy your team can actually use.

Approved uses

Where do we want AI to clear busywork or speed exploration?

Human-only decisions

What must always stay with a person?

Confidentiality rule

What client, product, people, or NDA information may never go into an unapproved tool?

Disclosure rule

When and how will we tell clients or partners that AI assisted the work?

Quality standard

What does “make it ours” mean before AI-assisted work leaves the team?

10 / FIELD TOOL

MAP OF STARS

Your life is part of the work. Build the map on purpose.

Every experience becomes a point of light somewhere on the map. When a new brief arrives, creativity often begins by drawing lines between points that did not appear connected before.

01	A place that changed me	
02	A person who shaped how I see the world	
03	A failure I still remember	
04	A strange job / skill / obsession	
05	A book, film, song, or piece of art that stuck	
06	A family story	
07	A moment of joy	
08	A hard season	
09	Something I notice that other people miss	
10	A world I know unusually well	

Do not ask what these are “for” yet. You are adding stars.

10 / FIELD TOOL

MAP OF STARS

Use the map to make a fresh connection on a real brief.

The problem I am solving

State it without talking about the execution.

Three stars I might connect to it

Pull from places that have nothing obvious to do with the category.

The unexpected connection

What changes when those things touch?

The idea that could grow from it

Keep it rough. Protect the spark before you polish it.

What I need to experience next

What would make my map bigger outside of work?

You do not need one sky. You need a room full of them.

11 / FIELD TOOL

THE CHARACTER LIST

300 starting points for the next time the well runs dry.

Pick a character. Put them inside the problem. Do not overthink it. The purpose is to get your brain moving somewhere it was not already going.

Three hundred is not a ceiling. Add your own. The best ones often show up while you are building the list, not while you are reading mine.

11 / FIELD TOOL

THE CHARACTER LIST

300 characters / page 1 of 6

MYTHICAL & SUPERNATURAL

1. The Minotaur
2. The Phoenix
3. The Siren
4. The Cyclops
5. The Vampire
6. The Werewolf
7. The Mermaid
8. The Friendly Ghost
9. The Gorgon
10. The Centaur
11. The Dragon
12. The Guardian Angel
13. The Leprechaun
14. The Sandman
15. The Tooth Fairy
16. The Troll
17. The Oracle
18. The Banshee
19. The Djinn
20. The Hippogriff
21. The Fairy
22. The Goblin
23. The Kraken
24. The Pixie
25. The Time-Traveling Wizard

ANIMALS & INSECTS

26. The Ant
27. The Sloth
28. The Penguin
29. The Nine-Lives Cat

30. The Owl
31. The Elephant
32. The Flamingo
33. The Chameleon
34. The Spider
35. The Bee
36. The Songbird
37. The Shark
38. The Peacock
39. The Forgetful Squirrel
40. The Dog
41. The Cheetah
42. The Giraffe
43. The Tiger
44. The Colorblind Chameleon
45. The Monkey
46. The Talking Parrot
47. The Dolphin
48. The Beaver
49. The Wolf
50. The Koala

PROFESSIONS & EXPERTS

51. The Concert Pianist
52. The Professional Whistler
53. The Lighthouse Keeper
54. The Bomb Squad Technician
55. The Firefighter
56. The Librarian
57. The Stand-up Comedian
58. The Professional Mourner

11 / FIELD TOOL

THE CHARACTER LIST

300 characters / page 2 of 6

- 59. The Mathematician
- 60. The Pastry Chef
- 61. The Submarine Captain
- 62. The Weatherperson
- 63. The Professional Athlete
- 64. The Voice Actor
- 65. The Perfumer
- 66. The Translator
- 67. The Fashion Designer
- 68. The Gardener
- 69. The Food Critic
- 70. The Tightrope Walker
- 71. The Night Watchman
- 72. The Music Conductor
- 73. The Surgeon
- 74. The Locksmith
- 75. The Astronaut

HISTORICAL & FAMOUS FIGURES

- 76. The Napoleon
- 77. The Shakespeare
- 78. The Amelia Earhart
- 79. The Mozart
- 80. The Cleopatra
- 81. The DaVinci
- 82. The Circus Strongman
- 83. The Ancient Warrior
- 84. The Former Dictator
- 85. The Retired Olympian
- 86. The Forgotten Actor
- 87. The Former Rock Star
- 88. The Disgraced Scientist

- 89. The Renowned Chef
- 90. The Explorer

EVERYDAY PEOPLE WITH QUIRKS

- 91. The Perfectionist
- 92. The Hypochondriac Doctor
- 93. The Swedish Exchange Student
- 94. The Old Woman in the Woods
- 95. The Conspiracy Theorist Mailman
- 96. The Tall Man
- 97. The Compulsive Liar
- 98. The Nosy Neighbor
- 99. The Procrastinator
- 100. The Plant Whisperer
- 101. The Technophobe
- 102. The Optimistic Pessimist
- 103. The Germaphobe
- 104. The Name Forgetter
- 105. The Hoarder
- 106. The Terrible Cook
- 107. The Indecisive Wedding Planner
- 108. The Insomniac
- 109. The Lucky Unlucky Person
- 110. The Driving Instructor
- 111. The Gift-Giver
- 112. The Secret Spiller
- 113. The Apologizer
- 114. The Lost Tour Guide
- 115. The Serial Returner

CHILDREN & TEENAGERS

- 116. The Child Genius

11 / FIELD TOOL

THE CHARACTER LIST

300 characters / page 3 of 6

- 117. The Teenage Philosopher
- 118. The Imaginary Friend
- 119. The Toy Whisperer
- 120. The Young Choir Member
- 121. The Teenage Spy
- 122. The Last Pick
- 123. The Child Prodigy
- 124. The Slang-Speaking Teen
- 125. The Candy Trader
- 126. The Child Who Never Grew Up
- 127. The Emotion-Seeing Teen
- 128. The Wolf Child
- 129. The Honest Child
- 130. The Teenage Rebel
- 131. The Child Principal
- 132. The Homework-Allergic Kid
- 133. The Dimensional Teen
- 134. The Child With An Imaginary Enemy
- 135. The Weather Kid

ELDERLY CHARACTERS

- 136. The Octogenarian Rookie
- 137. The Elderly Prankster
- 138. The Hacker Grandmother
- 139. The Forgetful Elder
- 140. The Escape Artist
- 141. The Senior Marathoner
- 142. The Elderly New Driver
- 143. The Old Storyteller
- 144. The Forgetful Historian
- 145. The Elderly Mentor
- 146. The Rhyming Senior

- 147. The Social Media Elder
- 148. The Retired Detective
- 149. The Wise Woman
- 150. The Revolutionary Retiree

FANTASTICAL OCCUPATIONS

- 151. The Dream Architect
- 152. The Dragon Dentist
- 153. The Supernatural Representative
- 154. The Multiverse Travel Agent
- 155. The Time Tour Guide
- 156. The Memory Collector
- 157. The Galactic Chef
- 158. The Monster Checker
- 159. The Fairy Godmother
- 160. The Reaper's Assistant
- 161. The Cloud Sculptor
- 162. The Alien Translator
- 163. The Déjà Vu Tester
- 164. The Color Namer
- 165. The Shadow Puppeteer
- 166. The Baggage Handler
- 167. The Professional Apologizer
- 168. The Lighthouse Keeper
- 169. The Dream Detective
- 170. The Reality Maintenance Worker

CHARACTERS WITH SPECIAL ABILITIES

- 171. The Machine Whisperer
- 172. The Pain Empath
- 173. The Truth Teller
- 174. The Sleepless One

11 / FIELD TOOL

THE CHARACTER LIST

300 characters / page 4 of 6

- 175. The Music Seer
- 176. The Human Lie Detector
- 177. The Time Stopper
- 178. The Reluctant Strongman
- 179. The Floating Girl
- 180. The Weather Mood Ring
- 181. The Animal Translator
- 182. The Tearless Healer
- 183. The Future Glimpser
- 184. The Sneezing Teleporter
- 185. The Size Shifter

CHARACTERS IN UNUSUAL SITUATIONS

- 186. The Human Exchange Student
- 187. The Backwards Man
- 188. The Food Truck Inheritor
- 189. The Accidental Mayor
- 190. The Meeting Prisoner
- 191. The Time Jumper
- 192. The Last Librarian
- 193. The Time Loop Victim
- 194. The Accidental Celebrity
- 195. The Reluctant Mentor
- 196. The Circle Walker
- 197. The IKEA Castaway
- 198. The Hurricane Namer
- 199. The Moving House Owner
- 200. The Name Allergic

CHARACTERS FROM SPECIFIC SETTINGS

- 201. The Post-Apocalyptic Optimist
- 202. The Medieval Knight

- 203. The Honest Liar
- 204. The Deep-Sea Explorer
- 205. The Nervous Stunt Double
- 206. The Confused Spy
- 207. The Last Town Resident
- 208. The Homesick Colonist
- 209. The Non-Magical Wizard
- 210. The Accidental Superhero
- 211. The Quiet Circus Performer
- 212. The Vegetarian Hunter
- 213. The Boring Reality Star
- 214. The Dark-Fearing Cave Dweller
- 215. The Rain-Seeking Nomad

CHARACTERS WITH ODD JOBS

- 216. The Underwater Hairdresser
- 217. The Corporate Apologizer
- 218. The Fortune Writer
- 219. The Cloud Photographer
- 220. The Pet Food Taster
- 221. The Cheerful Mourner
- 222. The Polish Bobsledder
- 223. The Skeptical Ghost Guide
- 224. The Honest Salesperson
- 225. The Professional Bridesmaid
- 226. The Map Maker
- 227. The Paranormal Realtor
- 228. The Anxious Stunt Person
- 229. The Professional Line-Stander
- 230. The Waterslide Tester

PAIRS & GROUPS

11 / FIELD TOOL

THE CHARACTER LIST

300 characters / page 5 of 6

- 231. The Unison Twins
- 232. The Look-Alike Pair
- 233. The Competitive Couple
- 234. The Disappointing Superhero
- 235. The Truth-Telling Friends
- 236. The Memory-Sharing Siblings
- 237. The Adopted Human
- 238. The Musical Couple
- 239. The Worst Roommates
- 240. The Role Reversal Duo
- 241. The Useless Power Family
- 242. The Suspicious Office Workers
- 243. The Sidekick Support Group
- 244. The Competitive Neighbors
- 245. The Summoning Book Club

INANIMATE OBJECTS & NON-HUMAN CHARACTERS

- 246. The Self-Aware Robot
- 247. The Sentient Houseplant
- 248. The Last Book
- 249. The Picky Vending Machine
- 250. The Conscious Building
- 251. The Ancient Computer
- 252. The Memory-Filled Teddy Bear
- 253. The Haunted GPS
- 254. The Dramatic Diary
- 255. The Moving Painting
- 256. The Alternative Mirror
- 257. The Moral Smartphone
- 258. The Honest Scale
- 259. The Haunted Umbrella
- 260. The Avoidance Map

CHARACTERS WITH CONTRADICTIONS

- 261. The Blind Psychic
- 262. The Pacifist Bodyguard
- 263. The Technophobic Inventor
- 264. The Claustrophobic Astronaut
- 265. The Anxious Immortal
- 266. The Famous Introvert
- 267. The Honest Con Artist
- 268. The Dyslexic Translator
- 269. The Sweet Tooth Dentist
- 270. The Butterfly Phobic
- 271. The Minimalist Hoarder
- 272. The Forgetful Historian
- 273. The Generous Miser
- 274. The Talkative Librarian
- 275. The Procrastinating Expert

MISCELLANEOUS UNIQUE CHARACTERS

- 276. The Question Speaker
- 277. The Flavor Week Person
- 278. The Doomsday Prepper Kid
- 279. The Anonymous Artist
- 280. The Accidental Icon
- 281. The Lie Allergic
- 282. The Most Average Person
- 283. The Standing Sleeper
- 284. The Reverse Emotion Person
- 285. The Human Landmark
- 286. The List Collector
- 287. The Color Music Synesthete
- 288. The Mundane Persuader

11 / FIELD TOOL

THE CHARACTER LIST

300 characters / page 6 of 6

289. The Dream Rememberer
290. The Mood Age Shifter
291. The Coin Flipper
292. The Phone Booth User
293. The Human GPS
294. The Disappearance Photographer

295. The Gift Giver
296. The Reluctant Trendsetter
297. The To-Do List Writer
298. The Movie Quote Speaker
299. The Human Elevator Music
300. The Lost Item Finder