

Growth School®

with Erica Wolfe-Murray



Section 5 - The Intelligent Creativity® model - a quick intro to accompany the existing 30-page pdf

As part of the Artist Development Programme Growth School, I did a session on my Intelligent Creativity® model.

I developed this model about three years ago when I realised that so often creative individuals and companies pitched endlessly for work, whether design, broadcasting, app/ game development or whatever having done a large amount of research. If their pitches were unsuccessful, it seemed as if all this work had gone to waste.

And yet, when pitches were successful, clients or funders of one creative output would look to Hoover up a wide range of IP and rights around the core idea, for which the creative team were likely to receive little or no recompense or benefit.

This seemed wrong to me. So I devised a different way for creative businesses to think about their creativity. The Intelligent Creativity® model was born.

This model encourages creative businesses to think more widely about their idea. Rather than purely focussing on documentaries if you are a documentary produced or a book if you are a writer, use your creativity to explore other kinds of creativity around that core idea - even if it is not your core expertise.

The Intelligent Creativity® pdf gives you a clear methodology to use.

As I used and evolved the methodology with many of my creative clients, it became apparent that there were myriad ways they could look at evolving their core idea in addition to their original capability. By devising a wider creative and media plan and concepts, they could build audiences, unlock potential revenues earlier and build interesting and diverse businesses.

Please note: The Intelligent Creativity® pdf is a standalone document and is not to be found in the Simple Tips, Smart Ideas pdf.



