Creating, Promoting, and Earning Value Recognition for In-House Designers

Carolinas Healthcare Public Relations & Marketing Society
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In-Source (in-source.org)


InSource is a nonprofit, volunteer-run organization established to motivate creative thinking, promote best practices and enhance the understanding of in-house design within the corporate environment.

Cella Consulting (cellaconsulting.com)

Managing a successful in-house creative department requires two somewhat opposing skill sets: right-brained creative expertise and left-brained business management acumen. Cella helps to balance the two disciplines, by providing management advice, operations support and professional development opportunities to the in-house agencies and creative departments of large organizations.
Creating, Promoting, and Earning Value Recognition for In-House Designers

Presented by

The Who, What, Where & How of In-House Creative Services Operations

IN-HOUSE CREATIVE SERVICES INDUSTRY REPORT 2010

2012 IN-HOUSE CREATIVE SERVICES INDUSTRY REPORT

KEARNS kevinkearns@me.com
Let’s meet

Titles and roles

Company/Departments

Do you lead a creative team?

So you use a chargeback system?

What department do you report to?
In-house groups
It's on their minds

Is it better for the business to continue to support, nurture, and grow our in-house creative department or should we outsource this work?

It's a business
Leadership stability
Trends in the industry
What value do you bring to the company?
Creating value

For Yourself
For Those around you
For Your company
Value you bring
Value they see

Design master  Project cruncher
Typophile        Public speaker
Collaborator    Storyteller
Current trender Social Media guru
Project manager Profectionist
Team player     Debator
Organizer       Critical thinker
CS Suite superpowers Big Idea conceptor
Mentor           Leader/Manager.. etc.
Commitment over passion.

“Lots of people are passionate, but it doesn’t mean they put the determination and effort into it.” - MARC CUBAN

What passions can you commit to at work?
Get supported.  
Or you won't be.

Inernal role models  
Professional peer support  
Organizational  
Conferences (CHPRMS!)  
Continuing education
Knowing (and acting on) your goals.

Performance reviews
Professional goals for 1, 2, 5 years out
Personal goals
*Your bosses goals
Always know where you stand

Understanding your team dynamics
Know the roadmap well
Ask for clarification
Learning (moments) along the way
How do those above you define value?

What does your manager value?

What does your company value most?

Is your organization aligned with what your company values most?
Creating value through Design Thinking

The protocol for solving problems and discovering new ideas.

Design is a verb. To: prepare, plan, intend for, form, assign, organize, etc.

Proven Method that delivers:
1. Define the right problem
2. Consider many options
3. Refine selected directions (repeat 2 and 3 to get it right)
4. Execute
Design Thinking

Is this the unique value you bring to the organization?

Innovation

Are you demonstrating design thinking in your work?

- Uncovering new opportunities for your organization
- Does your organization value this approach?
Value Proposition

Communication of the benefits of your product or service, simply and clearly.

Don’t promise what you can’t deliver

We [function name] help [identify stakeholders] achieve [identify value created for stakeholders] by [your key contributions].
Examples

We are a high-end creative in-house agency with brand and business expertise, providing targeted, cost-effective marketing communications to align with our firm’s strategies.”

We protect and enhance TRUST in the American Cancer Society, by providing integrated communications that are: compelling, clear, and creative. –American Cancer Society

Global Brand Creative is an evolving team with strategic internal and external partnerships chartered to sustain, protect, and champion the visual manifestaton of the Dell Brand. Our goal is to provide a consistent brand experience while inspiring, encouraging and celebratng the power of creativity. – Dell

We give our customers the best possible television experience any place and at anytime. - DIRECTV
Characteristics of Strong Value Propositions:

Differentiate your offer from your competitors' offers (do you know who your competition is?)

Excel in at least one element of value (what's your strength?)

Crafting a value proposition requires substantial reflection on what is unique about your organization and your products and services.
Make it clear.

Really, really clear.

Why is it important to form and articulate a clear value prop?

- Clear message for stakeholders
- Clear direction for staff
- Demonstrated value to organization
- Validate investment in resources

Refine your value proposition until you can articulate it in a single, instantly credible sentence.
CHALLENGE: If you had just 10 words to describe why your clients should work with your organization instead of (hiring an agency?), what would you communicate?
## Time, cost, and quality

<table>
<thead>
<tr>
<th>Time</th>
<th>Cost</th>
<th>Quality</th>
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<tbody>
<tr>
<td>Cycle time</td>
<td>Less expensive than agencies</td>
<td>Know the brand</td>
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<tr>
<td>Near immediate access when necessary</td>
<td>Higher value than freelancers (more bang for your buck)</td>
<td>Know the business Low error-rates Customer service Awards Innovation</td>
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Measuring the value

HARD METRICS

Total expense per project
- Are you cost effective compared to competitors?

Work volume
- Are you more efficient than your competitors?

Job trends
- Scheduled hours vs. actual hours

Efficiency savings/redeployment
- Hours saved through efficiency multiplied by hourly cost
- Additional projects/work accomplished
Measuring the value

SOFT METRICS

An observable way to detect an improvement that the business values

- Quality
- Knowledge-based efficiencies
- Buy-in
Promoting In-House Design

Share
Road Shows
Social meet-and-greets
Create a brand center
Get in at the beginning
Shout it out
Enter competitions
Internal surveys
Ways to describe the role of in-house design

Be the spokesperson for the visual brand

In-house creative teams:
- are cost effective
- are brand experts
- provide diverse creative talent
- can adopt an agency model
- adhering to a confidential code of ethics
- understand the company’s culture
- apply their knowledge of the brand and the business
- have more motivation for the project/company to succeed
Key Takeaways

A clearly articulated value proposition for your in-house team can make a difference to your team as well as in the team’s perceived value to your organization.

Quantifying your value not only shows the strength of your team but the best practices you follow.

Leading the “design thinking” process can be a compelling value you bring to your organization if you are positioned to support it.

It is important to market your team and keep their value known. No matter what tools you decide are most effective in your organization, it is important to foster advocates and get your message out.
Thank You!