

the mix

Unleash Your Creative Potential!

“Listen, I know you mean well, but I am not a creative person.” This is the plaintiff cry at the start of every creativity workshop facilitated by Elvin Box, reinforcing the common misconception that creativity is only possible from such luminaries as JK Rowling, Tchaikovsky and Van Gough. Indeed, the first step in unleashing your creative potential is to overcome this ‘myth’ and gain a greater understanding of what creativity is...

1. Debunking The Creativity Myth

Osborn, founder of ‘Brainstorming’, intuitively knew that everyone is creative. Kirton’s Adaption-Innovation produced reliable and valid research to support this belief and Semler trusted the notion to such an extent he unleashed his entire staff’s creativity to nurture one of the world’s most innovative self organising firms, Semco SA of Brazil.

Rodgers defined creativity as, “the emergence of a novel, relational product, growing out of the uniqueness of the individual,” i.e. you demonstrate creativity simply by uttering a sentence in your mother tongue.

Unsurprisingly, after drawing, writing and improvising at my workshops, participants always agree; “we are amazingly creative!”

Some people are **Innovative**, naturally creating from a ‘clean sheet of paper’. Others are **Adaptive**, their creative flow arising from existing ideas.

Thus we can see that possession of creativity is not the moot point. Appreciating preferred styles of creativity is; if it is novel and apt to the recipient, it is creative.

Let’s tackle the next reoccurring question.

2. Why Seek To Be A More Creative Individual?

Consider anyone you know well, who is a ‘highly’ creative individual. They are more than likely to have one or more of the following characteristics:

- Upbeat
- Mischievous
- Zealous for focused activity
- Unrelenting and inspirational in pursuit of goals

Such individuals are open and receptive to our seemingly crazy world and what it has to offer. Therefore by boosting your own personal creative potential, you too will grow to be:

- More at ease with yourself
- More altruistic
- Less frustrated with a ‘bonkers-barmy’ world



Professionally, the need for marketers to be more creative has never been more evident. The clarion call of all CEOs to Do More, Do It Better, Do It Faster often translates to marketers needing to get creative and cut costs, increase revenues, whilst keeping stakeholders including customers, shareholders, Government and pressure groups happy!

All within a global market of:

- Advancing, mind blowing technology
- Deregulation that is *de rigueur*
- Increasingly sophisticated, price conscious customers

3. How an Organisation Can Unleash Its Creative Talent

OK, creativity is not just the domain of the highly imaginative and artistic; we are all creatives. It is astute to boost our creative potential, both personally and professionally. So how can a firm unleash its creative, but somewhat latent, talent?

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In a nutshell, organisational creativity can be encouraged, managed and maintained by focusing on three key areas:

i. **Values:** Having them posted on placards around the office is one thing, enactment by your people and your supply chain, as well as aligned with your clients, is another! Organisational values are realised by keeping them real and aimed at supporting a business aspiring to be ethical, profitable and vibrant.

Key enabling values to unleash creativity include:

- Openness
- Interdependency
- Pluralism
- Diversity
- Continuous Improvement
- Participation

ii. **Climate:** Metaphorically, this is what the organisation's atmosphere is really like when you walk in and observe it.

If an organisation decides to unleash creativity you can see, hear and feel creative values emanating from within communications, problem solving and motivation.

iii. **Leadership:** High profile, aggressive, hero type characteristics are diametrically opposed to encouraging good creative values across an organisation. Leaders who help unleash creativity undeniably demonstrate abilities to:

- Clarify and communicate strategic direction
- Form alliances
- Manage complexity
- Enable people to 'be-all-they-can-be'

And now to the \$64,000 question:

4. Why Do Marketing Campaigns Benefit From Unleashed Creativity?

Firstly, unleashed creativity enables people to work at one with their situation and activity. This is characterised by employee

freedom, enjoyment, fulfilment and skill.

Secondly, **MARKETING** is **BIG** and **IMPORTANT** with businesses requiring speedy, continuous, novel and apt ideas from it. Therefore it is desirable to encourage an organisation's unleashed collective creativity to participate in such a critical function. What studies and practice have shown is that willing, egoless, self-motivated volunteers utilising their skills to the utmost is a perfect example of organisational nirvana.



Elvin Box MBA (Open) MCIQB FFB is director for creative management consultancy sTand up management and tutors the 'Creativity, innovation and change' and 'Strategy' MBA modules for the OU Business School. You can see Elvin present on Thursday 26th April. To book, visit

www.cim.co.uk/events

RECRUITMENT FOR MARKETERS

A Thames Valley CPD Workshop

One of the hardest issues faced by Marketing Managers and Directors involves recruitment. The Thames Valley event led by Derek Smith and Peter King of MRI Network 360 Search was from both a recruitment and personal development perspective.

Over the next five years we face the challenge in the UK that there will be up to 8% more jobs than people to do them. This will lead to greater competition for the best talent for employers and a position of strength for candidates. The implications are that employers will have to offer better packages to attract and keep the best people. This may not mean higher salaries but improved or flexible working conditions to fit with employees' desire for a better work/life balance.

The pair told the group that whilst a recruiter earns his or her living by finding and placing the right people in the right business, they can also gain genuine pleasure in changing peoples' lives, helping clients to build successful teams

and in building long term client and candidate partnerships.

What they fear is being 'a busy fool', working hard on projects that come to nothing perhaps because of fickleness on behalf of the candidate or the client. A key point for any manager working with a recruiter is:-

'The better the chance the recruiter has of succeeding, the harder they will work for you'.

Recruiters look for, what they call 'Impact Players'. These are the 20% of people who are responsible for 80% of the impact on a business. They are often not looking for new roles and have to be found and attracted to other opportunities. The skill is in spotting the right person who might not be an Impact Player in their current company but could be one in a different culture or business.

Derek and Peter have prepared a number of helpful pointers for recruiters and candidates. To download their document please visit www.cimsoutheast.org.uk

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A CHANGING WORLD

In an ever changing world we have to revisit the Marketing Mix.

The well tried and tested Product and Service P's can no longer fulfill the increasingly complex strategic and tactical marketing needs for business.

With the recent decisions about the environment by the 27 nations in the EU; employment legislation around age, ethnicity and family, and the highly publicised impact of resource exploitation in India and elsewhere, marketers have an opportunity to take ownership of Sustainability in all its guises.

The CIM in its **Shape the Agenda** programme has developed the **Triple Bottom Line** for business which highlights that **environmental awareness**, **social responsibility** and **economic profitability** will increasingly be the measures of business performance from now on.

For more information go to the Marketing Ethics and Sustainability in the Knowledge Hub on the CIM website at www.cim.co.uk



David Yates
Chairman, CIM South East Region

Surviving the CRM Jungle in Sussex

Customer Relationship Management continues to be the flavour of the month for those organisations who wish to improve their understanding of their customers and make more sense of behavioural buying patterns.

The recent event held by the Sussex Branch at The Hotel Arora in Crawley opened with strategic marketing guru Paul Fifield wowing as well as entertaining the audience with his commonsense logic.

All too often in our daily marketing life we concentrate on our own environments and Paul has a unique way of grounding the audience and re-focusing on the core marketing issues.

The second speaker of the evening was Surrey member, Thom Poole of Jack Marketing Services, whose experience of implementing CRM systems makes him an expert in this field too. The event also included an exhibition and three case studies, Scotrail, Huntswood (specialist outsourced services) and the third about Total Jobs. All three considered how they made financial sense of their respective CRM systems.

To download the speaker presentations from this event and information on how to get involved with the Sussex branch, please visit www.cimsoutheast.org.uk

Steph Savill – co-chair,
Sussex Branch



A New President for Kent



Dr Paul Fifield (Left), Kent CIM Chairman Ian Lockyer (Right).

Kent Branch is pleased to announce that Dr Paul Fifield has agreed to become its President.

As most readers will be aware Paul is an internationally renowned marketing expert and a keen supporter of the Chartered Institute of Marketing nationally. His doctorate is in Marketing Strategy and he is visiting Professor of Marketing at the University of Southampton. Paul will be taking an active role in the branch and has agreed to attend a proportion of the branch's events, including its Student of the Year Awards and Chartered Marketer Events.

Paul has a long association with the Kent Branch and has family links in the county.

He recently gave the CIM Kent Annual Marketing Lecture where he addressed over 110 local members and guests on 'The Scorpio Approach' to successful marketing. Commenting on the position, he said, "Although Branch President is often perceived as a ceremonial position, I will be very much on hand to assist the branch in its future development."

Ian Lockyer, CIM Kent Branch Chairman added, "This is a real coup for the Kent branch, to have one of the leading marketing thinkers in the world as a figurehead for our branch."

For more information about Paul's presentation and others for CIM across the region, please visit www.cimsoutheast.org.uk



TRUST

– THE KEY TO WINNING MORE BUSINESS

Are you the only one that **“really knows”** your business so you are the only one that can properly sell your services? Are you one of those people that does not **“trust other people”** to present your products and services properly?

Do you always complain that there are not enough hours in the day and you spend too much time doing admin and fixing problems? Do you then realise you have spent several weeks setting up a new project, only to have no sales leads to process?

If you are not then you need read no further. But if you are one of the vast majority of small and medium sized businesses where these two conflicting issues squeeze your available time, then you are in good company.

One of the most difficult things to do as an owner-operated business is to let

go of certain responsibilities as the enterprise grows. It is just like bringing up a child. If you try to do everything for your kids all the time they will never learn for themselves. They will never learn independence and responsibility and you

will always be **“parenting”**. With business, many owners try to do everything themselves and believe that many critical processes cannot be outsourced. Often the way to release the business to grow on its own is to let the experts do the things that you enjoy the least.

First to go is often the book-keeping and accounting. I for one do not miss having to go through all the receipts and invoices each week. It still sends shivers down my spine when I remember sitting for hours reconciling cheques.

One of the last things to be considered for outsourcing in smaller businesses is the sales function. Break down what you do when you bring in new customers

and the majority of that work is drudgery: especially if you spend time on the telephone calling to see what prospects may want, following up existing customers to find out if they have any other unfulfilled needs or even processing sales enquiries.

Imagine that there are people out there that actually enjoy the chase of finding new business leads on the telephone! Or people that actually get satisfaction from creating marketing plans and undertaking market research. Don't seek to understand their motivation but consider using them to find the serious prospects, which you then turn into customers.



Telephone appointment making is often perceived as one of the less enjoyable roles of a business and yet if you do not accurately predict your target market and make direct contact with them you will surely die.

In marketing there are various ways to make contact including direct mail, sales promotion, advertising and PR. However, all of these need a human interface to achieve a sale of any consequence. You can either spend the time doing it yourself or call in the professionals. Either way you should not expect immediate results – so best to look for new business whilst you are still busy!

Nigel Woods is Managing Director at Sussex based sales development organisation **Need More Sales** – a company dedicated to helping companies win more business and can be contacted on: **0870 990 5543** or nigel@needmoresales.co.uk

Inaugural Bournemouth University/CIM Annual Marketing Communications Lecture



Within the Wessex Branch we actively develop relationships with our local universities and colleges. In order to reach tomorrow's marketers, we have to reach out to the various business schools across our area and hold regular events to attract both graduates and students to the Institute.

Late last year we started discussing the format for an event which would meet the needs of our branch members, studying members as well as the wider student community. With this in mind Bournemouth joined us to host the first Annual Marketing Communications Lecture back in February this year.



It was a great start to what we hope will be an annual event with Paul Charles, Director of Corporate Communications at Virgin Atlantic taking centre stage, quite literally.

Paul is a seasoned communicator having worked for a wide variety of organisations including the BBC and Eurostar, where he was named as PR Professional of the Year 2004 at the PR Week Awards.

The sell out event with over 200 Members, students and guests listened to Paul explain how Virgin Atlantic competes for share of voice and customer currency against other major players such as British Airways, easyJet and RyanAir. By his own admission, Paul showed that Virgin clearly focus on product and service differentiation such as the value added services of Upper Class including beds, bars and chauffeur driven collections from home, in order to retain existing business as well as attracting new customers to the brand.

Paul also considered where he felt marketing was centred today by concentrating on six key elements:

- Getting your competitors to mention you – notorious battles for skies
- Picture-led stories and features – probably one of Virgin's strongest areas
- Word-of-mouth from customers – grass roots communication
- Staff-driven recommendation and employer branding
- The speed at which you reply to news about your business
- Personality-led – Richard Branson on call at all times – even in Casino Royale!!



Clearly Sir Richard Branson is part of this on-going strategy as is the clever use of creative and visual elements within their wider marketing campaigns. This was an excellent evening both for those new to or studying marketing as well as those individuals who'd seen a few presentations before!

For further information about the presentation and other Wessex branch events, please visit

www.cimsoutheast.org.uk

John Cornish,
Chair - Wessex Branch



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Examination Preparation!

– Revision and Exam Techniques.

EXAM PREPARATION

There is no secret to exam success – it's all in the preparation.

The following tips will help you organise your time and materials to ensure you are well prepared – ahead of exam day. It's a good idea to familiarise yourself with exam papers early in order to appreciate the scope and scale of topics previously assessed – then, as you progress your studies, try to recall how the areas have been examined in the past.

PLANNING REVISION

How well do you want to do in this module – pass grade, top grade? How much time and effort are you prepared to put in to achieving your target? Make a decision about how much time and energy you'll commit to studying for an exam and you'll feel more in control!

START EARLY (NOW)

Ideally, you prepare for exams throughout the semester by attending all your classes and revising work on a weekly if not daily basis. Serious exam study should then begin about 4 to 6 weeks before the exam date. But don't panic if you have not started yet – it's never too late but best to "get cracking" about now!

FIND A SPACE JUST FOR STUDY

Take time to think about where you work most productively (home, office, library) and plan to do your revision work there. Remove distractions from the area – mobile phones, computer games, magazines, and any non-study material that may tempt you away.

ORGANISE YOUR SUBJECT MATERIAL

Make sure you have the module guide and objectives to hand and any information about the exam plus a complete set of lecture notes for each module.

PRIORITISE YOUR MODULES

You may want to spend more time on weaker modules. Decide which modules, if any, need more attention and start your revision with these.

PRIORITISE THE TOPICS WITHIN A MODULE

Using the syllabus guidelines identify the likelihood that topics will be examined – try to assess what must be studied, what should be studied and what can be ignored.

DEVELOP A REVISION TIMETABLE

Plan how you will use the time running up to your exam. It's far better to plan frequent short revision sessions – around 50 minutes or so as long sessions are far harder to recall and your concentration tends to wane during extended periods. Allocate 2 to 3 hours revision a day – you will be amazed at how much you can cover in a week.

ESSENTIALS OF REVISION

Revision means looking at something again, not learning something for the first time. If you have studied effectively during the semester then revision will be a case of reminding yourself about the important points and consolidating your understanding of a topic or subject area.

Best results will be obtained if you refine both your subject knowledge and your exam technique. It is unproductive, for example, to continually expand your knowledge of a subject if you have difficulty in applying information to solve problems in exam situations.

IMPROVING SUBJECT KNOWLEDGE

Do something active when reading your notes – your understanding and recall will increase if you engage actively with the material. Try the following ideas:

- Make a summary in your own words at the end of each section.
- Draw a mind map or diagram of the written information you have read.
- Try to explain the topic to a friend or colleague.
- Imagine the situation from different point of view, for example, how might the customer view the issue.
- Annotate your notes as you go and develop a list of key terms and concepts.

MAKE REVISION MEANINGFUL

You will remember more of the information you revise if you make it meaningful to yourself. Give it purpose by thinking about where and how you will apply the information; or make it personally relevant by thinking about how the concepts apply to you.

DEMONSTRATE YOUR LEARNING

Familiarise yourself with the structure and format of old exam papers.

Write outline answers to the questions then compare your content with your notes to see if you have missed anything significant

Try writing fully detailed answers to questions within the time limit on a least one past exam paper. Then reflect:

- Do you need to work faster in order to complete the paper or more slowly to include more detail?
- Has your answer earned the required number of marks for a pass or perhaps a top grade?

Learn to reflect on your own performance.

FINALLY

If you need extra help preparing for exams then seek it early from tutors, lecturers, student support services, faculty office or your class peers.

Overall keep focused, keep calm, apply and evaluate concepts in context, keep up to date with contemporary business and marketing issues and most of all be passionate and innovative with your responses.

GOOD LUCK!

Stephen Humphrey - CIM Tutor and Examiner. CIM Wessex Member.

Web: www.liquideducator.co.uk

The full article can be found at www.cimsoutheast.org.uk.

For CIM study sessions please see www.cim.co.uk/events.



FORTHCOMING EVENTS

Mediocrity Kills - Let's Kill Mediocrity

Date: **22 March 2007**
Speaker: Mr Paul Fifield
Location: Southampton

Search Engine Marketing Masterclass

Date: **27 March 2007**
Speaker: Various
Location: Brighton

The London 2012 Olympics - Winning the bid

Date: **29 March 2007**
Speaker: David Magliano
Location: Poole

How to influence anybody, anytime, anywhere

Date: **1 April 2007**
Speaker: Len Goss
Location: Croydon

How to stand out from the crowd by building a powerful brand

Date: **18 April 2007**
Speaker: Mr James Hammond
Location: Portsmouth

Making a business out of a charity - the ethical side of marketing

Date: **25 April 2007**
Speaker: Mr Frank Myers
Location: Aylesford

Unleashing your creative potential

Date: **26 April 2007**
Speaker: Elvin Box
Location: Guildford

Launching a brand new Lex

Date: **08 May 2007**
Speaker: Ian Martin
Location: Marlow

Workshop: CIM Case Study

Date: **26 May 2007**
Speaker: Martin Hutchins
Location: London

Jurassic Coast

Date: **05 June 2007**
Speaker: Various
Location: Swanage

Brand Creative

Date: **13 June 2007**
Speaker: Mr James Hammond
Location: Kent

The Full Stop Campaign: Building the NSPCC brand

Date: **21 June 2007**
Speaker: Mr John Grounds
Location: Croydon

REGIONAL COMMITTEE

The Board Members for the South East region are all volunteers with previous experience working within one of the branches. Each Board Member is elected to the Board for two years.

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Please remember that, to continue to receive these newsletters, you must keep your profile up to date at www.cim.co.uk

To advertise in future issues, please contact Ann Brine or Freya Sutherland by email: ann.brine@ambmarketing.co.uk or freya@ambmarketing.co.uk



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Grass Roots Marketing for the SMEs

Getting a small business going from scratch is always tough. More so when you have no track record in the industry - only a love of plants and 25 years in I.T. This is the story of Isobel Rae and her growing business www.plants4presents.co.uk.

After leaving her job as an IT director in 2004, Isobel wanted to use her IT skills to build a business on-line. She decided to focus specifically on plants that make good presents - orange and lemon trees, olives, figs, orchids, jasmine and herbs.

She knew that the site had to be really easy and friendly - and attractive to the eye. Her programming experience let her get everything entered on one screen so that the customers wouldn't face a clunky shopping cart. And she knew that if you're on a tight budget, spend what you've got on good

graphics. Now to get some traffic. She started off relying on pay per click but soon added postcards, links from other sites and a PR campaign, run by her daughter Emily, which delivered numerous mentions in national newspapers and a joint promotion with the RHS. Now only half the orders come via paid search.

Two years on, the business turns over £250k and has moved into a disused nursery with two acres of glasshouse. Expanding areas are www.plants4promotions.co.uk - which provides tailored promotional campaigns for companies like Coca-Cola, Dole and National Geographic - organic vegetable production and biological pest control.

Plants 4 Presents can be contacted on **0845 226 8026**.