

Making the jump to **CREATIVE DIRECTOR.**



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WHO WANTS TO BE A CD?



A DARK DAY IN DECEMBER



WHO'S THIS JOKER?



THE SAME CONVERSATION



WHAT THE INTERNET TEACHES YOU

5 Steps to Become a Creative Director

How to Become a Creative Director

The Steps You Can Take to Become a Creative Director



Article Edit Discuss

How to Become a Creative Director

Edit Article

Three Parts: ■ Earning the Right Credentials ■ Gaining Employment in the Field ■ Advancing Your Career

Community Q&A

If you are interested in art and design, and you have a keen mind for business and communication, you may want to become a creative director. A creative director manages a team of copywriters and designers to oversee the artistic production of a magazine, newspaper, or advertising campaign. This exciting field brings together art, business, and interpersonal negotiation. By earning the proper credentials, building a strong and varied skill set, and working very hard, this dream can be attainable for you.

**WHAT MANY THINK BEING A CD
IS ALL ABOUT.**





**A DIFFERENT
PERSPECTIVE**

Because this is hard

WHAT MAKES YOU AN AMAZING CREATIVE

Is not what makes a great CD

**TO BE A CREATIVE DIRECTOR,
YOU NEED A NEW SET OF SKILLS**



LEADERSHIP SKILLS

How many CEOs actually read books on leadership?

Or take a leadership skills course?

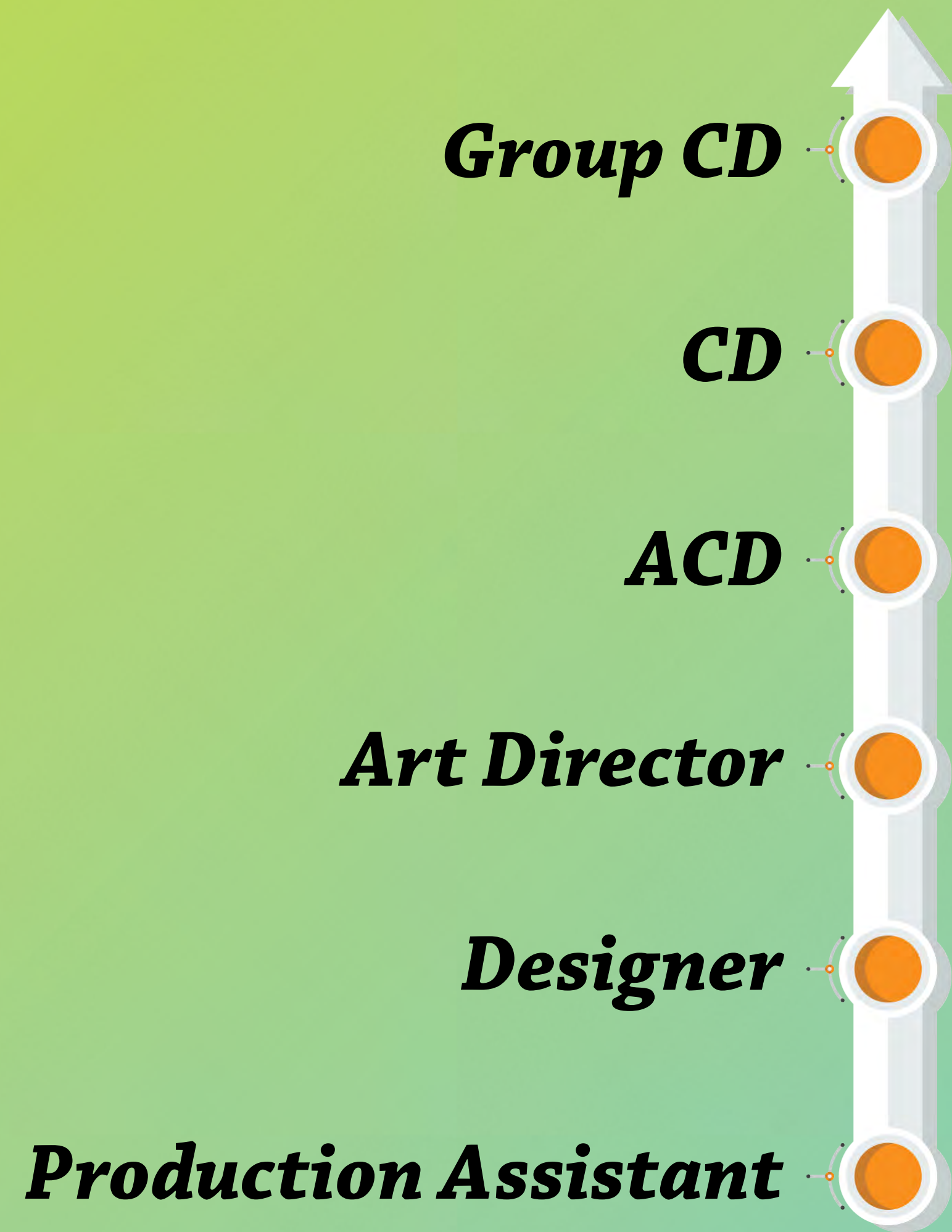
***Or listen to a podcast on leadership,
not design?***

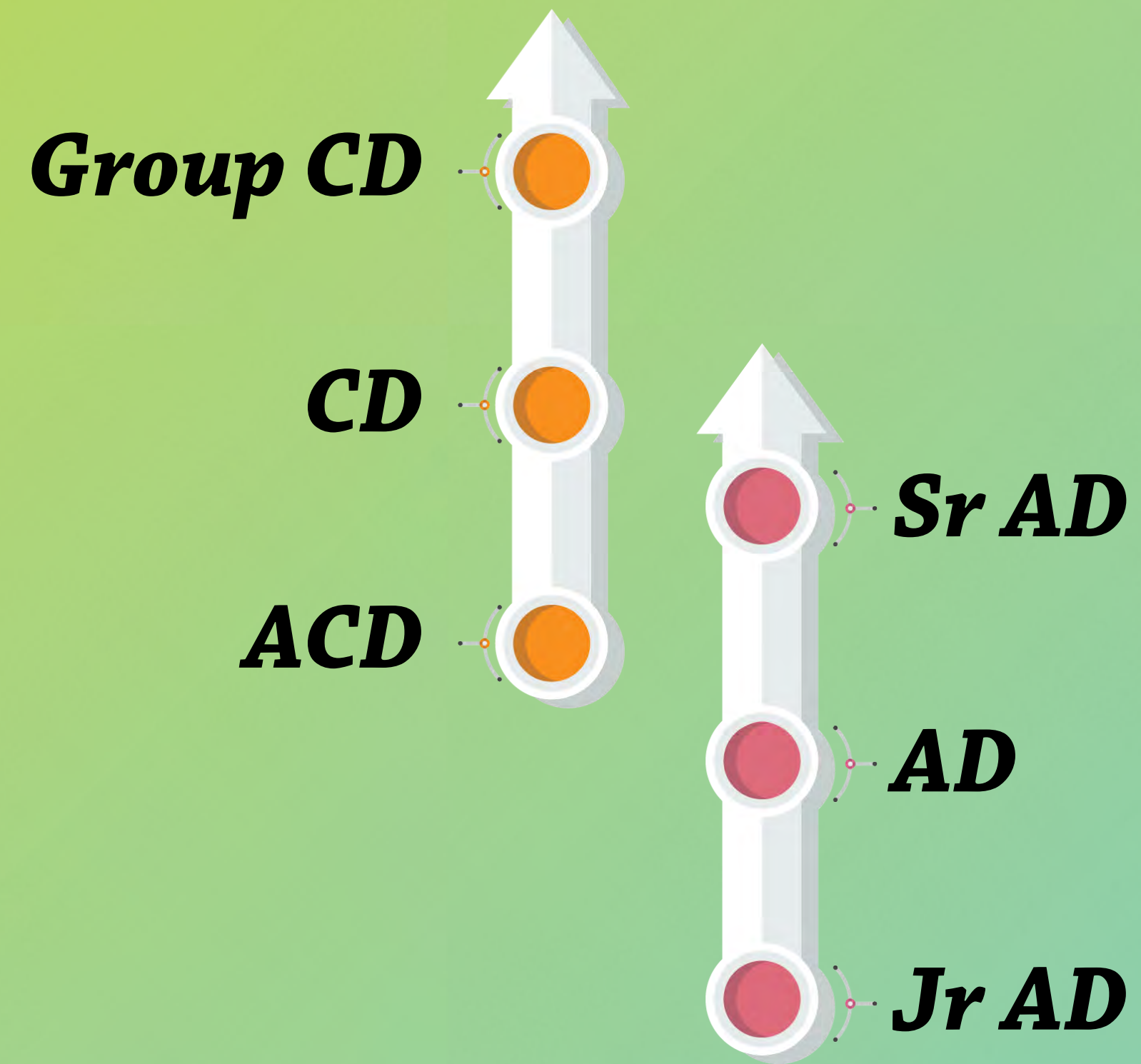


IT STARTS WITH
BEING HONEST

HONEST WITH YOURSELF

OLD CREATIVE CAREER PATHS





NEW CREATIVE CAREER PATHS

THE CD SKILL LIST

9 THINGS TO CONSIDER

1

RELATIONSHIPS

No more being a lone wolf





2

TALK KHAKI

Directing executives



VISION AND LEADERSHIP

***Future proof your
creative department or team***

3

4

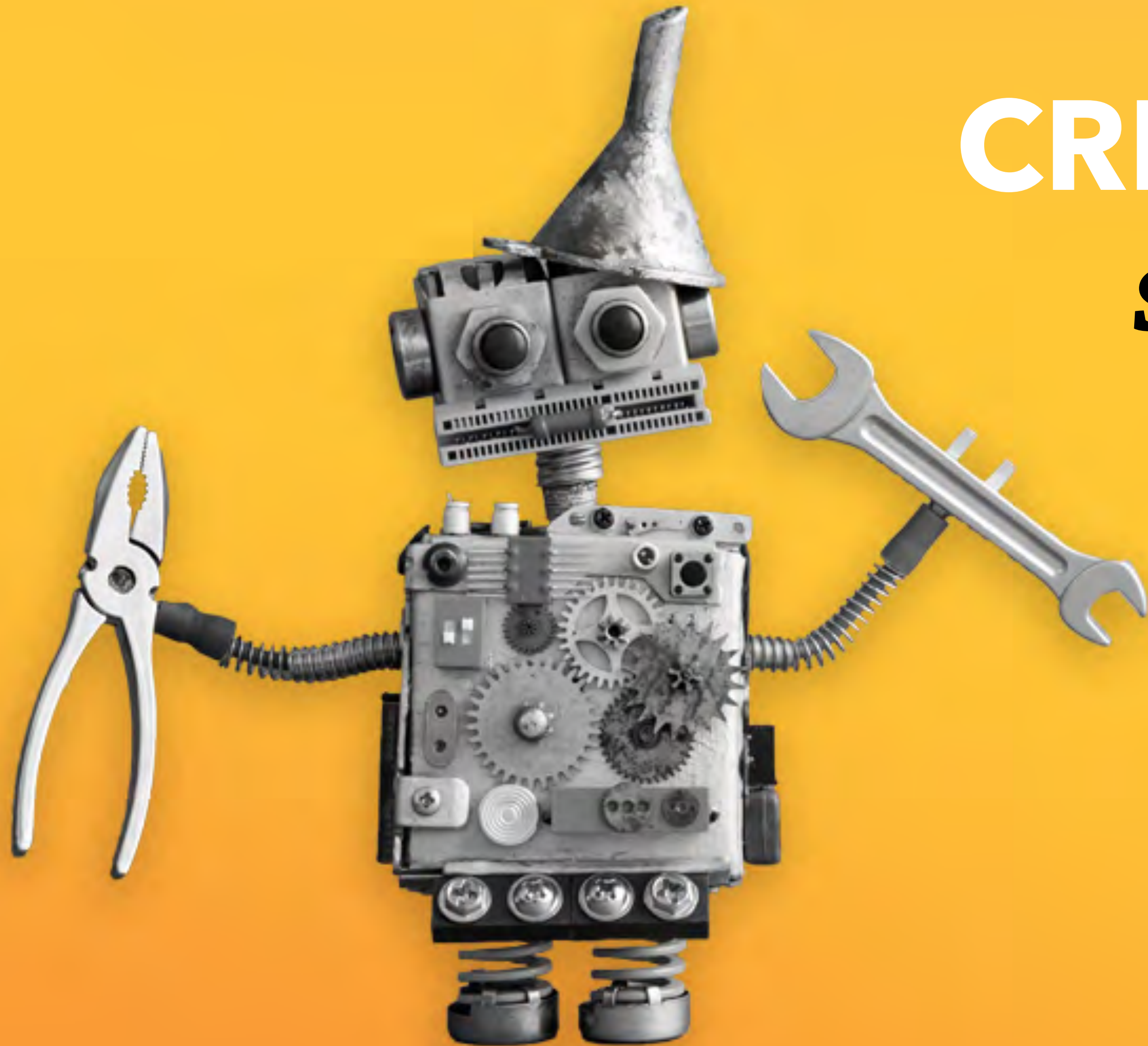
PRESENTING AND SELLING

Master of meetings



MANAGE THE CREATIVE MACHINE

Structure and process



5

6

RESOURCING

Workload balance



Underwhelmed

Whelmed

Overwhelmed

1

2.5

5

7.5

10

Bored

Happy

Burnout

	1	2.5	5	7.5	10
billable time	< 40%	40-55%	60-75%	75-85%	>90%
major deadlines	1 per month	1 per week	1-2 per week	2-4 per week	Daily
minor deadlines	2-3 per week	every few days	few per day	many per day	hourly
big presentations	1-2 per month	every other week	1-2 per week	2-4 per week	5+ per week
number of projects	1-5	5-10	10-15	15-20	20+
timelines	due this month	several weeks	this week	tomorrow	ads while you wait
meetings	1-2 per day	2-3 per day	4 per day	5-6 per day	all day, work at night
time for lunch	every day	most days	maybe miss one	skip more than half	working lunches
late nights	zero	1 per month	maybe 1 per week	2-3 per week	4-7 per week
going home	late in early out	leave early	5-6pm	7-8pm	10pm and later



7

HUSTLE

*Pushing yourself
and others*

MANAGE OTHER CREATIVES

8

***Empathy meets
anger management***



WORKING CD

Finally back to the craft

9



THE CD TO-DO LIST

- 1. Relationships**
- 2. Talk Khaki**
- 3. Vision and Leadership**
- 4. Presenting and Selling**
- 5. Structure and Process**
- 6. Resourcing**
- 7. Hustle**
- 8. Manage Other Creatives**
- 9. The Craft**

**I FAIL AT THIS
CONSTANTLY**

And that's ok-ish



BEFORE YOU MAKE THE LEAP

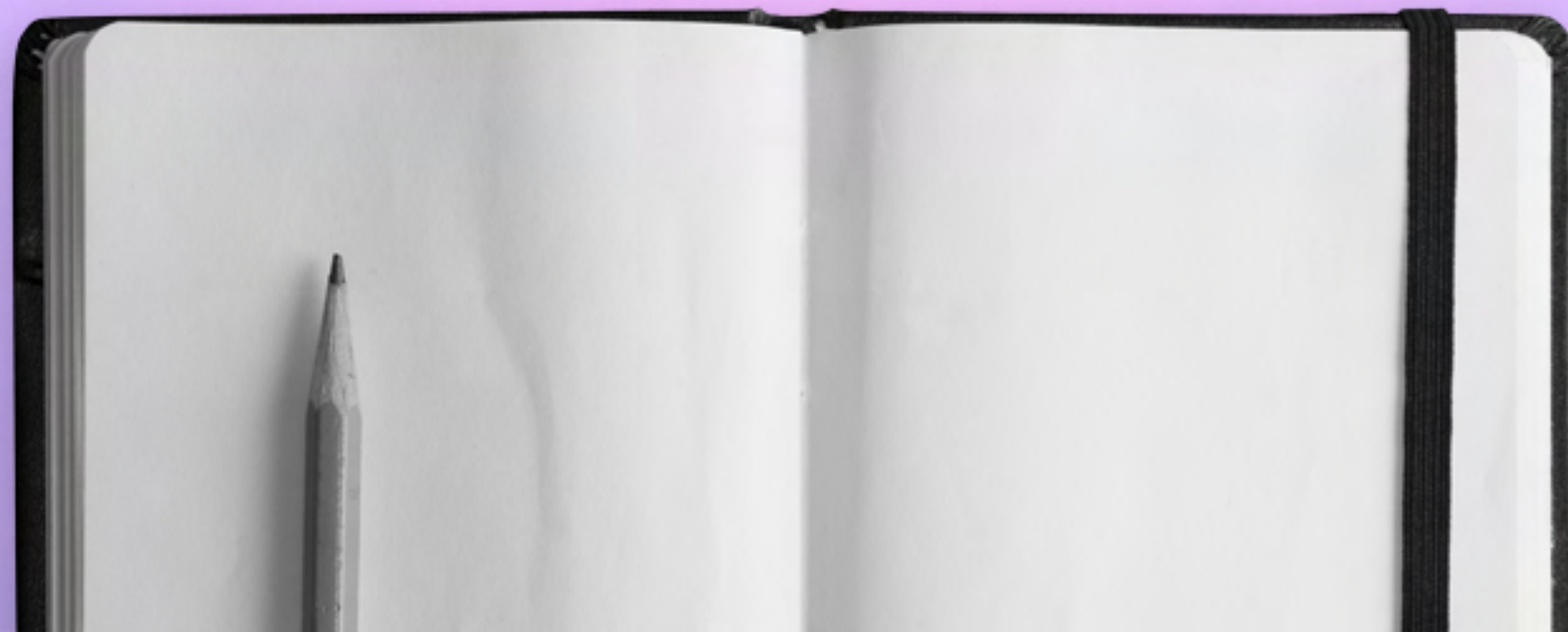
- 1. Is this the right path?***
- 2. Learn the skills of a CD***
- 3. Do this effectively until you forget***
- 4. Then the promotion***

MANTLE OF THE COMPANY

NOT YOUR PORTFOLIO

HERE'S A TEST

What will your next performance review sound like?



What direction are you going?

- 1. Relationships**
- 2. Talk Khaki**
- 3. Vision and Leadership**
- 4. Presenting and Selling**
- 5. Structure and Process**
- 6. Resourcing**
- 7. Hustle**
- 8. Manage Other Creatives**
- 9. The Craft**

NOT READY



READY

YOUR MOMENT OF TRUTH



**USE THE CRAFT
AS YOUR SPRINGBOARD**



MAKE ME A PROMISE

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SORRY SPOCK,
EMOTIONS DRIVE BUSINESS

Proving the Value of Creative Ideas with Science



ADAM W. MORGAN

THANK YOU