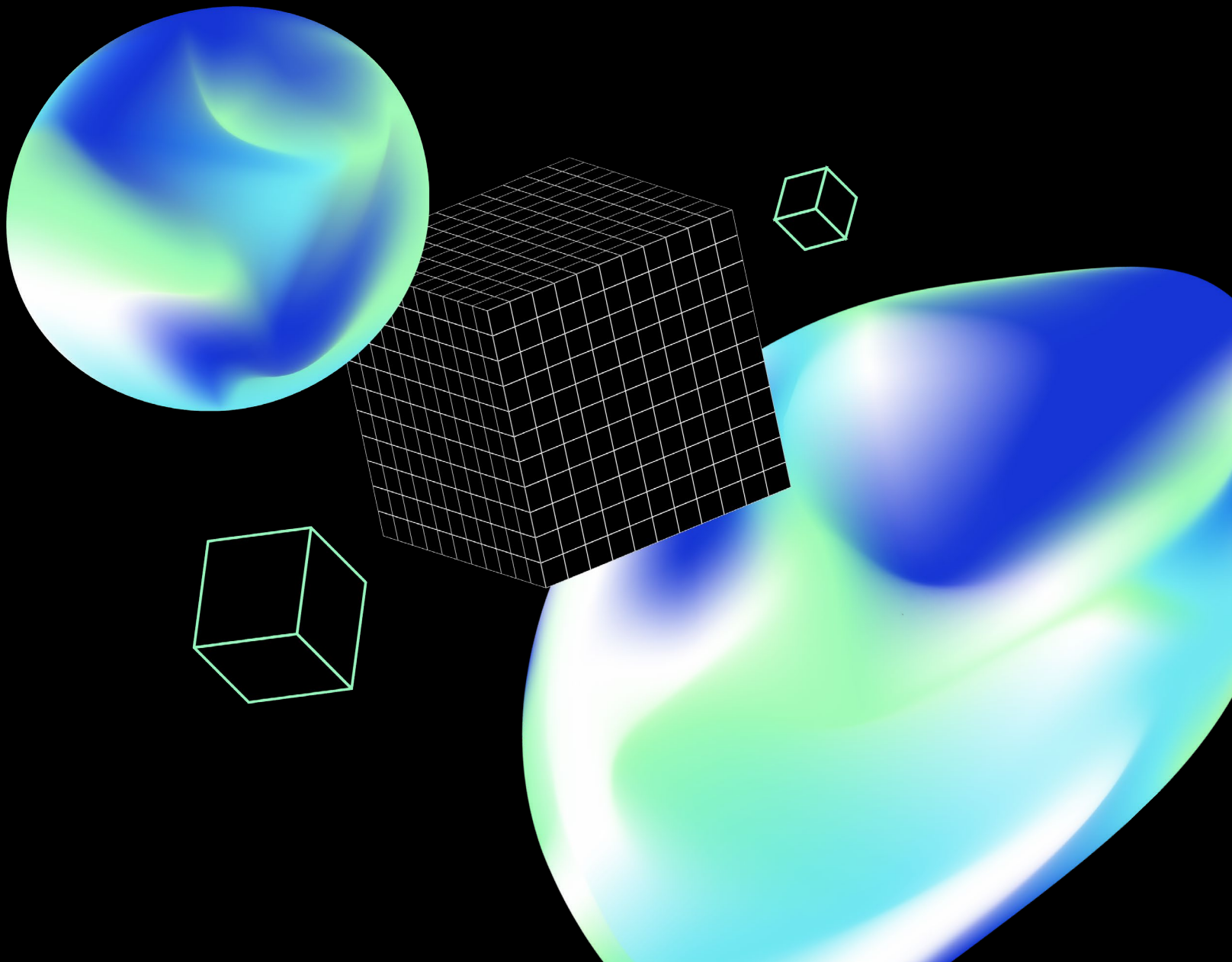




Adobe Creative Cloud for teams

Drive business impact—creatively.

A workbook for creative leaders.





Creativity drives business growth.

When you think of creativity, your mind probably goes toward fine arts, such as a compelling drawing or innovative musical composition. But creativity is much bigger than art. In fact, it spans every industry and human activity you can think of, according to [Chase Jarvis, CEO of CreativeLive](#).

“I like to think of creativity with a capital ‘C’ and creativity with a small ‘c.’ So much of our culture operates around creativity with a small ‘c’—design, painting, music, all of those things,” Jarvis says. “[But] that art is a subset of creativity with a capital ‘C’—anything that combines two or more ideas to make something new and useful.”

This type of creativity cuts across all sectors, Jarvis says—including business. “Look at some of the most effective and successful companies out there, whether those are small independents or large incumbents. The ones that are innovating are the ones that are leading. And what is innovation? It’s creativity applied—it’s new ideas and new ways of thinking.”

Creativity also allows businesses to adapt to change, Jarvis says, noting that the companies that have thrived during the COVID-19 pandemic were those that tried new things in response to a new environment.

In the past, businesses worked to avoid mistakes, but in today’s digital world, it’s all about failing fast and iterating quickly—innovating, going to market, testing, responding, and repeating. And the potential gains of innovation are so great right now that it is “the riskiest time in the world to play it safe,” Jarvis says.

As a creative leader, you know all about creativity—you use it to produce amazing designs every day. That same creativity can be applied to business innovation, strategy, and risk-taking as well.

This workbook is designed to help you learn to channel your creative energy—one of your greatest assets—to help you reach business goals. It tackles six business challenges creative leaders face every day, giving you questions and exercises to spark your creativity in new ways.

1. Accelerate business growth.

Drive revenue and increase ROI through innovation and experimentation.

Self-assessment questions			
Rate your creative team's level of development in each of the three areas below.			
Level of development			
People Your team members understand and act on how their work is related to the bottom line.	High	Medium	Low
Processes Your team processes emphasize efficiency while leaving room for creativity.	High	Medium	Low
Tools Your team's creative tools empower them to try new things and keep up with the latest innovations.	High	Medium	Low
Action item Now think creatively. How could you innovate, adapt, or combine ideas in a new way—in any of the three areas above—to position you and your team to accelerate growth?			
Brainstorm three potential action items related to any of the areas above.	1.		
	2.		
	3.		
What action will you take?			
When will you take it?			
How will you hold yourself accountable?			

“ In creative leadership, you want to own creative strategy, which means asking, ‘How is creativity going to impact the business in a positive way, and what is the plan to get there?’ ”

Adam Morgan

Executive Creative Director, Adobe

2. Achieve KPIs.

Connect with customers to increase engagement, stickiness, and inbound leads.

Self-assessment questions			
Rate your creative team's level of development in each of the three areas below.			
Level of development			
People Your team members know how to use data to inform creative decisions.	High	Medium	Low
Processes Your KPIs are articulated clearly and reviewed regularly.	High	Medium	Low
Tools Your team has the tools necessary to design for different audiences and goals.	High	Medium	Low
Action item Now think creatively. How could you innovate, adapt, or combine ideas in a new way—in any of the three areas above—to position you and your team to achieve KPIs?			
Brainstorm three potential action items related to any of the areas above.	1.		
	2.		
	3.		
What action will you take?			
When will you take it?			
How will you hold yourself accountable?			

“A lot of people tend to use data to dehumanize people, to treat them like robots. I think it actually gives us an incredible opportunity to find human insights.”

Shawn Perkins

Independent creative director for small and midsize brands

3. Work smarter and more efficiently.

Deliver higher volumes of content quickly to market with limited resources.

Self-assessment questions			
Rate your creative team's level of development in each of the three areas below.			
Level of development			
People Your team has the right number of people with various differentiated skills to staff and deliver projects.	High	Medium	Low
Processes Your team processes are clear and consistent to maximize efficiency and productivity—from project briefs to final delivery checklists.	High	Medium	Low
Tools Your team's creative tools eliminate busywork and make budgets more predictable.	High	Medium	Low
Action item Now think creatively. How could you innovate, adapt, or combine ideas in a new way—in any of the three areas above—to position you and your team to do more with less?			
Brainstorm three potential action items related to any of the areas above.	1.		
	2.		
	3.		
What action will you take?			
When will you take it?			
How will you hold yourself accountable?			

“Creative teams need to consider the tools, structures, systems, and libraries that help facilitate consistency across experiences and across team members. Those systems need to be able to work as you hit new and existing channels and new applications.”

Mark Ramel

Creative Director, FiveStone

4. Work better together.

Boost creative collaboration for in-person, remote, and hybrid teams.

Self-assessment questions			
Rate your creative team's level of development in each of the three areas below.			
Level of development			
People Your team members feel comfortable brainstorming together, as well as giving and receiving feedback.	High	Medium	Low
Processes Your team processes are designed to create opportunities for collaboration balanced with time for independent work.	High	Medium	Low
Tools Your team's creative tools make it easy to share and review ideas together for seamless collaboration.	High	Medium	Low
Action item Now think creatively. How could you innovate, adapt, or combine ideas in a new way—in any of the three areas above—to position you and your team to work better together?			
Brainstorm three potential action items related to any of the areas above.	1.		
	2.		
	3.		
What action will you take?			
When will you take it?			
How will you hold yourself accountable?			

“ We notice the difference with tools where we're able to respond and provide feedback digitally. Content creation is full of collaborative moments where we might have a few seconds to jump online, take a look at a prototype, add some notes in, and then correspond via the product—which is really empowering with hybrid or remote work.”

AJ Joseph

Chief Creative Director, Adobe

5. Build brand authority and differentiation.

Stand out from the crowd with strong brand positioning, consistency, and recognition.

Self-assessment questions			
Rate your creative team's level of development in each of the three areas below.			
Level of development			
People Your team members understand and are committed to the brand.	High	Medium	Low
Processes Your brand guidelines are clear, thorough, and accessible.	High	Medium	Low
Tools Your team's creative tools have robust libraries that make updated brand assets available to all team members.	High	Medium	Low
Action item Now think creatively. How could you innovate, adapt, or combine ideas in a new way—in any of the three areas above—to position you and your team to differentiate your brand?			
Brainstorm three potential action items related to any of the areas above.	1.		
	2.		
	3.		
What action will you take?			
When will you take it?			
How will you hold yourself accountable?			

“Brand building is the main driver of long-term growth.”

Peter Field

Marketing and advertising consultant

6. Pivot strategically.

Adapt quickly to market shifts in customer expectations.

Self-assessment questions			
Rate your creative team's level of development in each of the three areas below.			
Level of development			
People Your team members are forward-thinking and up to date on market trends.	High	Medium	Low
Processes Your team processes allow designers to be nimble and creative while maintaining productivity and efficiency.	High	Medium	Low
Tools Your team's creative tools are updated continually with the latest features and capabilities.	High	Medium	Low
Action item Now think creatively. How could you innovate, adapt, or combine ideas in a new way—in any of the three areas above—to position you and your team to build brand authority?			
Brainstorm three potential action items related to any of the areas above.	1.		
	2.		
	3.		
What action will you take?			
When will you take it?			
How will you hold yourself accountable?			

“Delivering the right kind of customer experiences means changing the way teams collaborate and think about what's next.”

Mark Ramel

Creative Director, FiveStone

Leverage your creative edge.

Creativity is the key to producing beautiful, effective assets, taking on business challenges, and growing your business. As a creative professional who's an expert in thinking creatively, you're uniquely prepared to lead the way in applying creative thinking to reach your organization's goals.

"Creativity with a capital 'C' underpins the solution to every problem that we will know in our future," Jarvis says. "This is an active role, this understanding of creativity, where it's going, and how it can be useful."



Adobe can help.

Adobe Creative Cloud for teams gives you the world's best creative apps and services in a single, secure, integrated platform. With 20+ desktop and mobile apps, Creative Cloud Libraries for keeping assets in sync across apps and devices, and 1TB of storage per user, this complete creative software solution is designed to support your business at every stage of growth. Plus, you can count on simplified license management and total control over your software to help your team stay focused on creating great work.

[Learn more](#)

Find out how Adobe Creative Cloud for teams can help your business.
Call 800-915-9428 or [request a consultation](#).



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