

Are you meeting the end-to-end needs of creative makers when they work with your organisation?

FUTURE OF DOING



**RECRUITING**



**TRAINING**



**SOURCING**



**ASSIGNING**



**CREATING**



**REWARDING**

<b>PURPOSE</b>	Are you honest about how your purpose is applied to work and if candidates will be able to pursue their own purpose with you?	Do you train your people to deliver on your purpose while also teaching them the skills they need to pursue their own?	Do you live up to your purpose when you choose which partners to work with, which projects to work on and how that work is won?	Do you assign work to people based on what they need to do to fulfil their purpose and allow creative makers to lead purpose-led work?	Do you pay attention to whether creative makers are finding purpose in their work, while supporting the pursuit of their own passions?	Are people rewarded for achieving their own purpose as well as delivering on the purpose of the organisation?
<b>IDEAS</b>	Do you communicate honestly to creative-making candidates about the type of work they will be doing and to what standard of craft?	Do you clarify what you consider great work to be and provide the skills development required to be able to reach those standards?	Do you accept or reject work based on whether it will allow creative makers to come up with great ideas executed to high levels of craft?	Do you assign work with both clear goals and creative autonomy to enable creative makers to develop innovative solutions?	Can creative makers define the problems they are solving before they solve them, allowing them enough time to do a thorough job?	Are creative makers rewarded for excellent ideas and craft, with clarity and oversight so that they know what to aspire to?
<b>VALUE</b>	Do you tell candidates exactly what people earn at every level, ensuring that all demographics are receiving equal offers of pay and seniority?	Do you reiterate the rules of progression and inclusion during onboarding, and provide equal access to skills development?	Is work chosen based on whether it can cover fair payment to creative makers, also compensating people for any required overtime?	Are all creative makers given fair and equal access to work that will provide opportunities for progression?	Do the rates you charge cover the right combination of people and give them enough time to complete their work to a high standard?	Do you pay, promote and reward people transparently and equally across demographics, clearly connecting performance to reward?
<b>SELLING</b>	Do you offer rates based on the actual value of a candidate instead of the rates individual clients or stakeholders are prepared to pay?	Is the commercial model of the organisation explained to creative makers, with additional training about business model innovation?	Do you avoid giving creative-making work away for free to win work, also having some business models that charge for impact, not just time?	Do you prevent stakeholders from deciding who works on a project and decide based on what is right for the work and the team?	Do creative makers know how their work and specific skills can positively impact agreed commercial objectives?	Are creative makers rewarded for the commercial impact their work has achieved, potentially even getting a share of the profits?
<b>ENVIRONMENT</b>	Do you enable people to choose their ideal workplace configuration, inclusive of diverse needs, which includes neurodiversity?	Do you train people about how to be considerate of diverse colleagues, as well as how to flex around neurodiverse needs?	Do you insist that all partners accommodate diverse needs and the varied lifestyle constraints of your teams?	Do you assign work in a way that accommodates hybrid and diverse teams working from different locations and in varied times?	Can creative makers choose the location they work from as well as having access to engaging co-creation spaces with quiet zones?	Are evaluations designed with diversity and neurodiversity in mind, without penalisation for people who need to work irregular hours?
<b>COLLABORATION</b>	Do you avoid using 'culture fit' as a reason to eliminate candidates and clarify how diverse teams should fit together and collaborate instead?	Do you train creative makers about how to collaborate with diverse colleagues, as well as how to use tools that will help them to do so?	Do you estimate and cost projects to accommodate the talent mix creative makers need to do great work?	Do you evaluate, with the team, who would work well together instead of whoever is available from a specific department?	Can creative makers decide how they work together, as well as being able to limit interruptions from people outside of the team?	Are creative makers rewarded for their collaboration skills, also being rewarded as a team when they do great work together?