

# Dare

Output  
Why me  
How  
Content  
About



I have been working with Dare since July, 2007, designing and delivering bespoke projects aligned to their business objectives.

Dare are excellent by any criteria. They are Campaign's Digital Agency of the Decade. Because they are great, they understand that they can always be better.

Output, key successes or, so what?

I have helped Dare save money and retained some great people though stabilizing teams, reducing staff turnover and the resultant problems inevitable with a change of staff. People and teams now collaborate better.

I have helped clients to understand what Dare do and how they do it. Learning is now seen as a necessity rather than a luxury in an aggressive business climate. Ideas are encouraged and team leaders are tapping into the potential of those they lead.

Clients "get" Dare and this eases in selling in of ideas. People ask for my help- it is seen as constructive and essential.

People are even happier, calmer and more confident. And if it were possible, better at what they do. The work is responsive, addressing real challenges and emerging situations. It's not bolt-on theory.

Established very positive professional relationships across the agency based on mutual respect – I really want to support the continued success of this multi- award winning agency.

I'd like to think I am now a (very proud) partner of dare rather than merely a supplier.

***"Deb has run various training courses for different levels of my creatives. The feedback from people that attended was always 100% positive. They all came away totally energised. I have taken part myself in one of her excellent sessions about presentation techniques and it is safe to say that her approach has blown me away. Very fresh and creative. You know, sometimes you are on a course and you walk away after a day and nothing changes - Deb's training courses are the exact opposite. Inspirational and useful."***

***Flo Heiss Executive Creative Director, Dare***

## Some of the things I have done include:

Deb Khan  
Deb Khan LTD  
Creative Inspiration

# Dare

- Enhance Creative departments' idea generation, delivery and presentation
- Introduce a comprehensive, incremental leadership programme developing specific skills for leading in a creative organization
- Design client education days in collaboration with Planning and Account Management
- Deliver presentation training
- Help Account Management to sell in creative ideas
- Support dysfunctional teams
- Develop succession planning/Career routes
- Re write the appraisal system

## Why me?

Initial conversations were based on a very established track record of my work within the creative industries. I receive consistently excellent feedback. I'm compatible with the culture of Dare, empathizing with who they plus the complexity of their internal and external challenges. I have knowledge of their sector and clients.

I bring credibility through my creative background - I understand the challenge of delivering a world class creative product on time and within a tight budget.

I really understand learning. The breadth of my clients in the private, voluntary and public sectors all informs how I work, reference and think.

Like dare I'd like to think that simplicity is at the core of everything I do...

## How

I had to really learn about them – their culture, sensibilities, challenges, business objectives, ambitions, personalities. Both as individuals and a business. Everything was planned in consultation with the Managing Partner, Managing Director and Director of HR. In each case I followed the same principles: Meet to discover what they already do well, what is needed and then identify the easiest ways to make this happen, concentrating on changing behaviours, thinking and values.

All suggestions are focused on the most precise and concise method of achieving solutions with a clear purpose and time frame. Always with the focus on practical, achievable solutions. Helping people get better at their jobs. And feel better about themselves.

## Content

Working on average 3 days per month, I lead workshops for individuals, departments, groups and teams. I've worked with the majority of the agency including all members of the board, senior management, team leaders and junior team members.

# Dare

I helped to refine and simplify the appraisal system, avoiding lengthy bureaucracy. This ensured the work supported clear career objectives.

The workshops adhered to best practice principles of adult learning to include a variety of learning styles, reflective learning using live examples at dare, sessions were discursive, sharing best practice, offering peer support and an opportunity to reflect on how, not just what they did.

Some of the workshops include:

**Leadership Programme.** Working over 4 separate days, we explored what is leadership in a creative organization, what are key effective behaviors, what stops you from getting people to do things they wouldn't normally do? How do you challenge in a collaborative organization based on democracy of ideas.

We used existing experience, considered key theory, related to real examples, encouraged self direction and focused on identifying and building on their strengths.

The content was a mix of the conceptual and the practical. With immediate application- what could they do better, tomorrow? Yes we covered feedback, delegation, motivation and what you would expect but all in relation to here, now.

I am an advocate of continual development, encouraging and signposting relevant reading of books, blogs, associations, networking, conferences and events. I even took some to a seminar on strategy and culture...

**Presentation Workshops** meet the needs of different groups- graduates, senior account directors, board members and the creative department. All of the workshops look at relationships with an audience. We consider the objective of all presentations, delivery and content. We have rehearsed and tweaked.

**Department Workshops** I have supported specific departments and facilitated team sessions. We have discussed creative thinking processes, feedback on creative work and describing the creative journey. I have solved problems with them, not for them. They have learned to facilitate. We have identified cultural and structural change, collective goals and how we achieve them. We have celebrated strengths and looked at how they can collaborate more effectively, internally and externally. We even managed to run a creative session on effective meeting practice.

A lovely outcome has been the raising of morale, peer support and a stronger sense of community. They remember they like each other, why they joined and where they all want to be.

**Individual Workshops** A core strand are my 1:1 sessions with people throughout the agency. This includes presentation skills, communication, succession planning, improving key relationships, client negotiations, selling in of ideas, coaching strategies for their teams, departmental challenges, structural change, achievement of appraisal objectives, improvement in management and leadership, support and guidance on internal development, re-definition of job specification, timing of interventions in external meetings, helping them with very challenging situations i.e. managing on people and minimizing team disruption (whilst simultaneously maintaining morale) identifying proactive behavior, defining competencies, cultural shifts...

# Dare

**Client workshops** I have designed client education days, working to define objectives and linking in showcasing of work with a cohesive narrative. I have helped to guide content, aims, tone, design and value.

***“The Dare management team have worked with Deb for the past two years and she has played a valuable role, particularly in coaching and mentoring members of the team on an individual basis.”***

**Mark Collier EdC Group Chairman**

I believe we are winning the “war on talent.”

“Companies whose boards and senior executives fail to prioritize succession planning and leadership development end up either experiencing a steady attrition in talent or retaining people with outdated skills. Such firms become extremely vulnerable when they have to cope with inevitable organizational upheavals—integrating an acquired company with a different operating style and culture, for instance, or reexamining basic operating assumptions when a competitor with a leaner cost structure emerges.”

***Growing Talent as if your business depended on it, Harvard Business Review October 2005***