

Welcome

#HOWLive #Lucidpress
@owenfuller

[linkedin.com/in/owenfuller](https://www.linkedin.com/in/owenfuller)

You're in the
right place...



IN-HOUSE CREATIVE TEAMS

Three secrets to doubling your output in half the time

OWEN FULLER

 **Lucidpress**



ALASKA



UTAH

**4.3 million +
creators**

**WELCOME
TO THE
ARMS RACE**

**WELCOME
TO THE DESIGN
ARMS RACE**

THEN



Marketer



MASS MARKETING



Mass Audience

NOW



Vendors



Partners



Sales



Employee



Local Print



Web



Email



Social Media



Direct Mail



Fragmented Audience

How can we possibly keep up with
the demand to both work quickly
and put out quality content?



ALIGNMENT
=
STRENGTH

Alignment = Strength

**Tip 1: Connect your work to
what matters most**



What experiences
do you want to collect?

How do you want to grow?

How do you want to
contribute to the world?



Get out of your rut.

Start with something small.

Tiny habits



- BJ Fogg, Behavior Scientist, Stanford

Change is hard.

Really, really, super hard.

Shoot for a small change.

Make it easy.

Tie it to your existing routine.

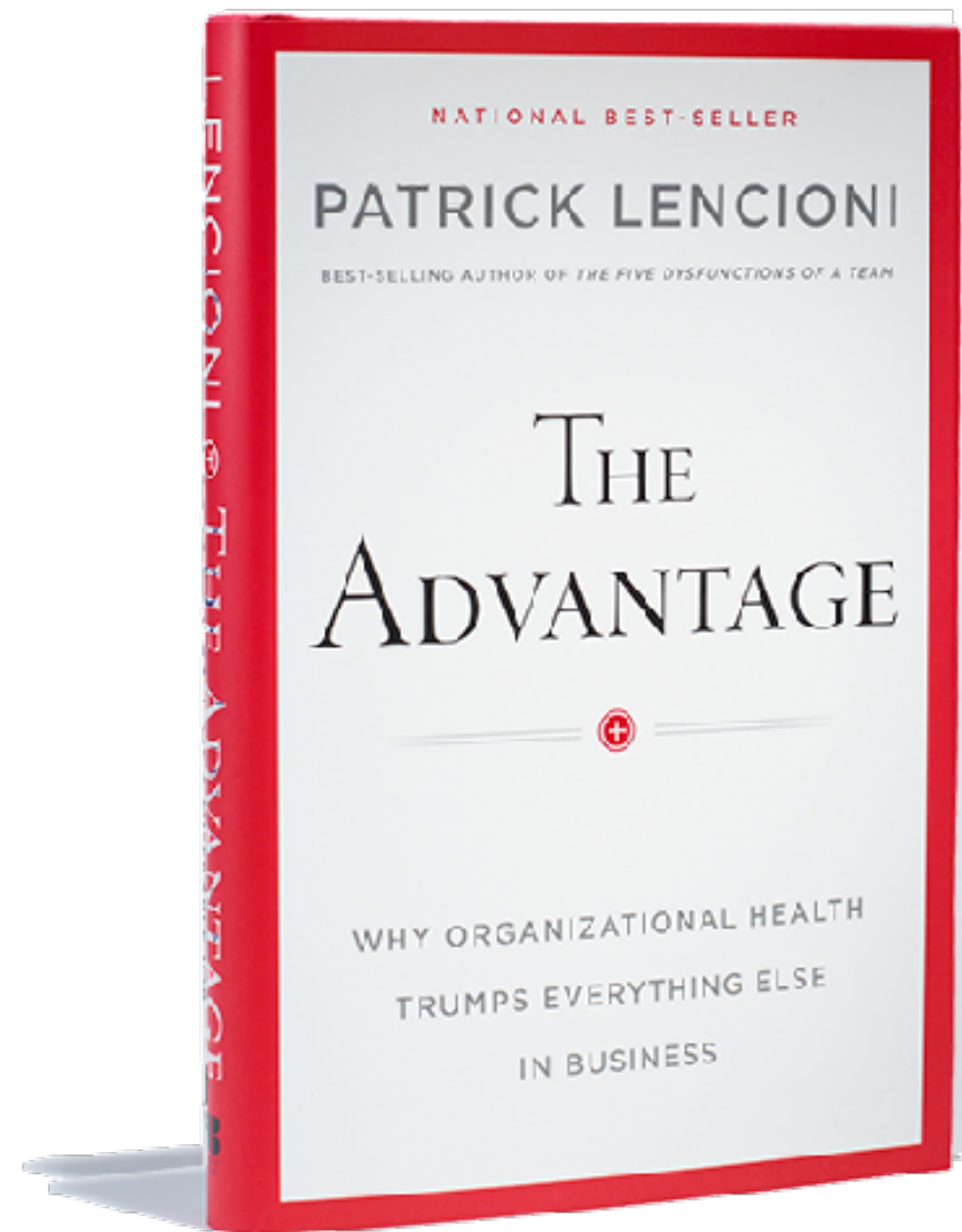
Success breeds confidence.

Build a virtuous cycle that can last.

Alignment = Strength

**Tip 2: Become a leader by
driving organizational health**

Fight for a playbook



Why do we exist?

How do we behave?

What do we do?

How will we succeed?

What's most important right now?

Who must do what

Alignment = Strength

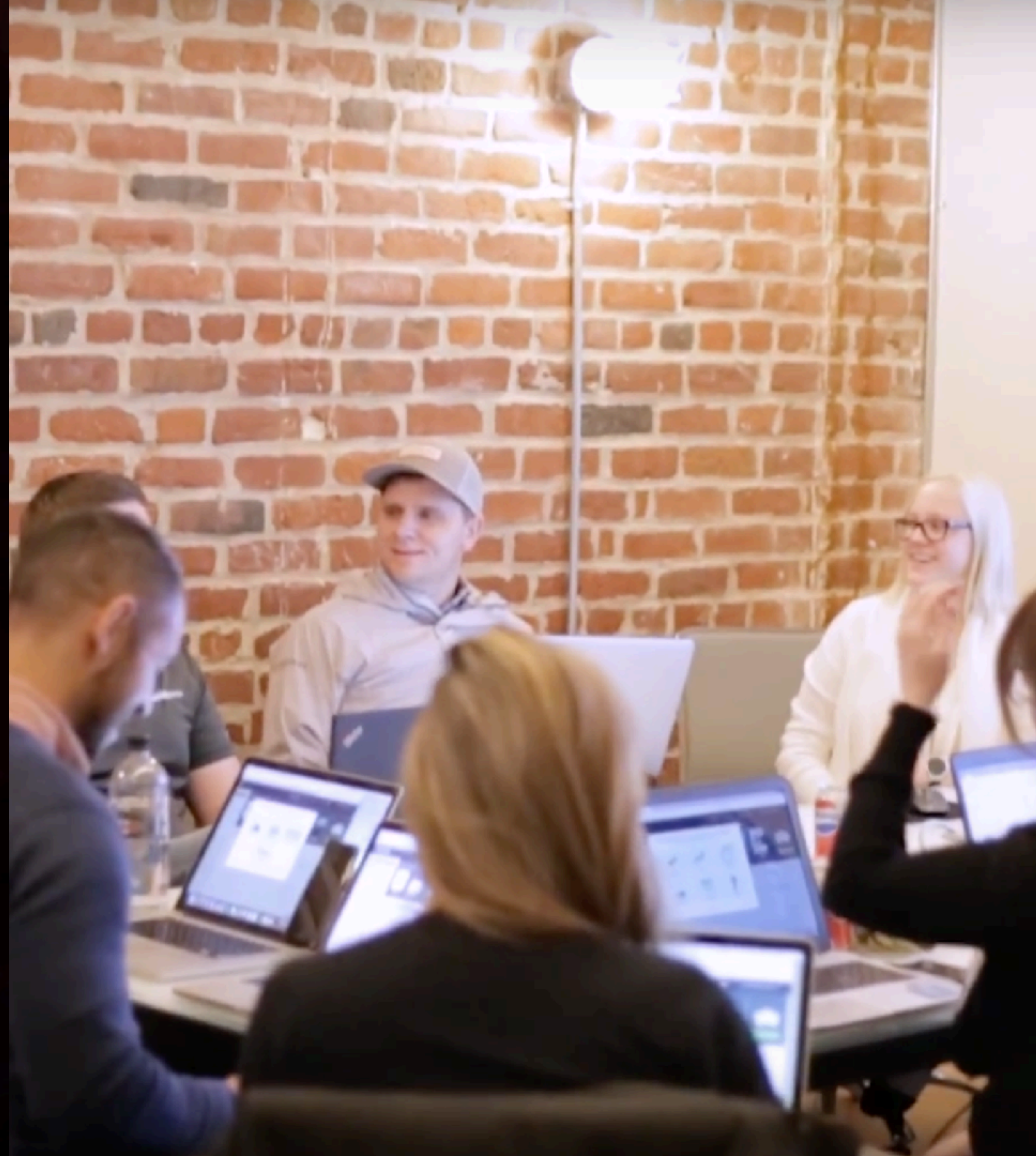
Tip 3: Perfect your craft

Where to start?



SKILLSHARE





“Craft is what we are expected to know, art is the unexpected use of our craft.”

- Ed Catmull



Alignment = Strength

- 1. Connect to what matters most**
- 2. Seek organizational health**
- 3. Perfect your craft**

CLARITY
=
CONTROL



Response Time to Requests for New/Customized Branded Material



48% of companies report that it takes one week or more to fulfill requests for new or customized material

Clarity = Control

Tip 1: Clear creative brief

The best creative brief is short, and functions as a sort of contract.

Clarity = Control

Tip 2: Clear goals



Replace Your Tired Kitchen, Bathroom or Bedroom With A Makeover...

*From the Bespoke Specialists
Replace Only What Is Needed*



5 Year
Guarantee

Did you know that, 80% of our customers are retired? Find out why they trust us for yourselves...

40% OFF
Doors and Drawers
Before 31st May 2011

THE FIRST
New 3D Doors in Gloss - STUNNING
Laminate flooring in tile form - very classy
Wet Wall Panelling for bathrooms, no more grouting
Budget range of flat-pack kitchens, super 18mm, for better value and quality than any of the major retailers

OVER 100 DOOR STYLES, AVAILABLE IN ANY COLOUR YOU CAN NAME
OVER 200 WORKTOP FINISHES
ALL CABINETS AND WARDROBES 18MM PRE-BUILT

ALL MAJOR CREDIT CARDS ACCEPTED

No False Promises! No Pressure!

Homeowners...

Looking to sell?
Enhance the prospects of selling your property - stunning results for a minimum outlay

Just moved in?
Let us help to transform your property into a dream home

Decided to stay?
Fall in love again with your home - Revamp your kitchen, bedroom or bathroom and allow us to show your home's true potential

Bring us your dream pictures and we will bring them to life

PLUS 10% OFF
All New Kitchens, Bedrooms, Bathrooms for installations in June, July and August
Book your no obligation Quote Today!
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Offers cannot be combined

At QKM
We are dedicated to offering our customers the finest service within the home improvement market

"BEAT THE VAT"
All orders completed before the 31st May, 2011, will NOT be subjected to the increase for installations in June July and August

Appliances: Neff, Bosch, Rangemaster, Belling, Baumatic, Hotpoint, Stoves and many more

Franke Sinks 50 Year Guarantee

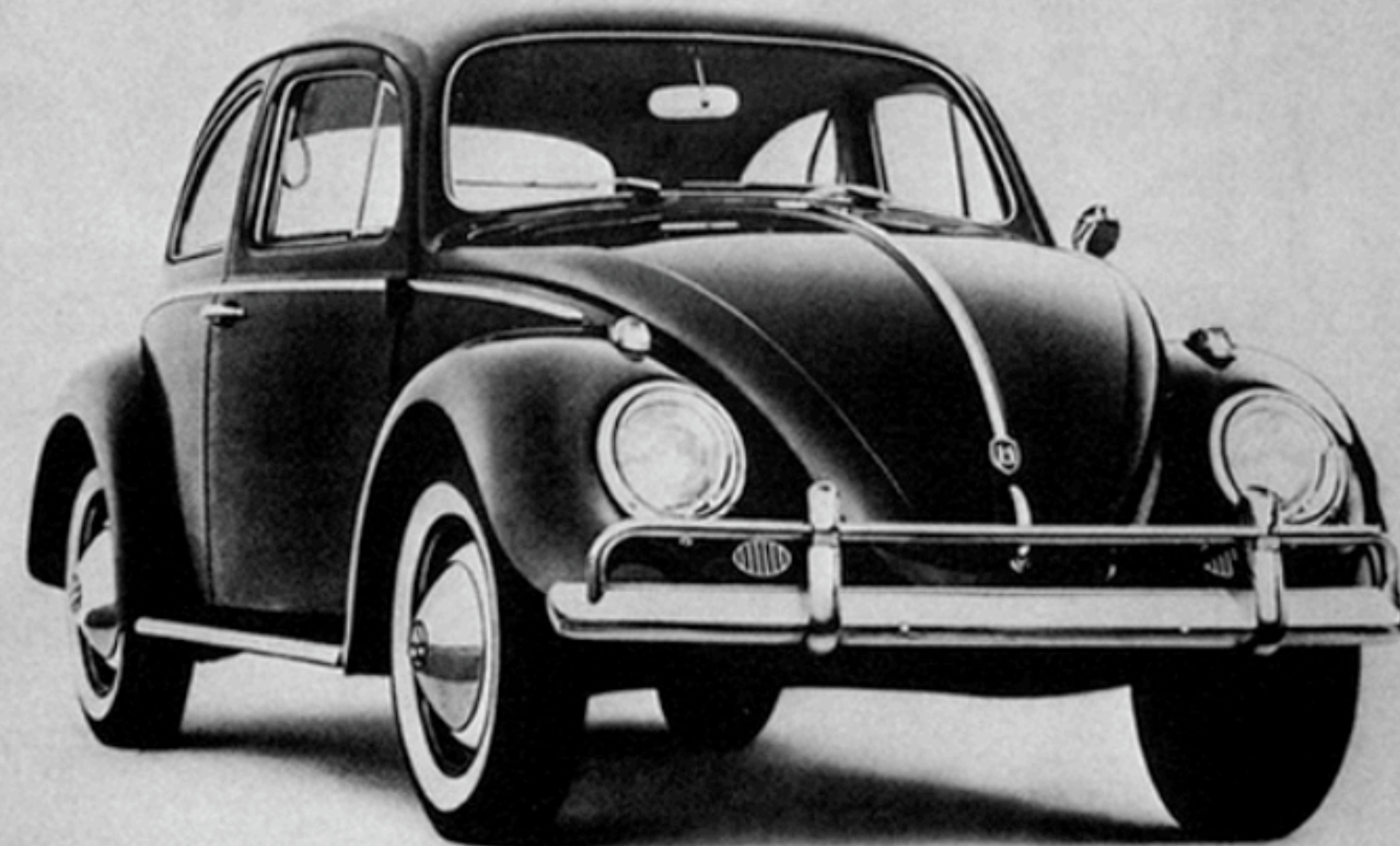
What our customers say!
"It looks like a palace..."
"...definitely recommend 'Quality Kitchens' to our friends and family..."
"Totally professional from beginning to end..."

CUSTOMER SATISFACTION GUARANTEED
www.qkm.org.uk **WE WILL NOT LET YOU DOWN!!**

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- Free design service
- Unbeatable prices

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Saturday 10.00 am-2.00 pm

Quality Kitchen Makeovers Ltd
And Associated Companies
Oak Lodge Buildings, Furnace Hill
Halesowen B63 3JZ
Tel: 0121 550 4821 Mobile: 07726 104200



Lemon.

This Volkswagen missed the boot.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kröner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

broke stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.

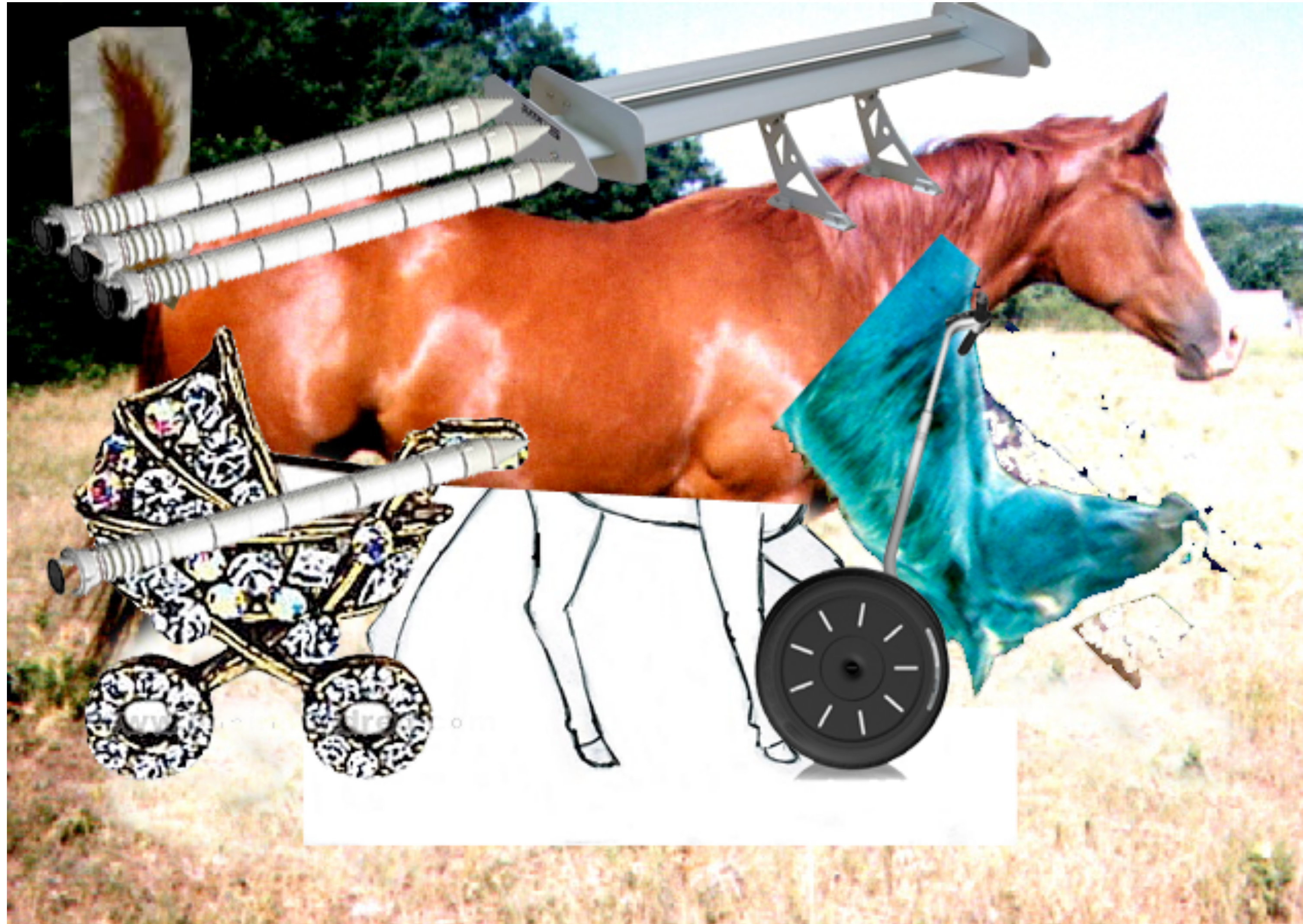


We pluck the lemons; you get the plums.

Ask yourself first: do all key stakeholders agree on what success looks like?

Clarity = Control

Tip 3: Clear approvals



- Erik Flowers





Clarity = Control

- 1. Clear creative brief**
- 2. Clear goals**
- 3. Clear approvals**



**MANY
HANDS**

=

**MEANINGFUL
WORK**

**Demand for new content is
accelerating...**

**Protect your
time like a
momma bear
protects her cub**



Democratize the Design Process

Many Hands = Meaningful Work

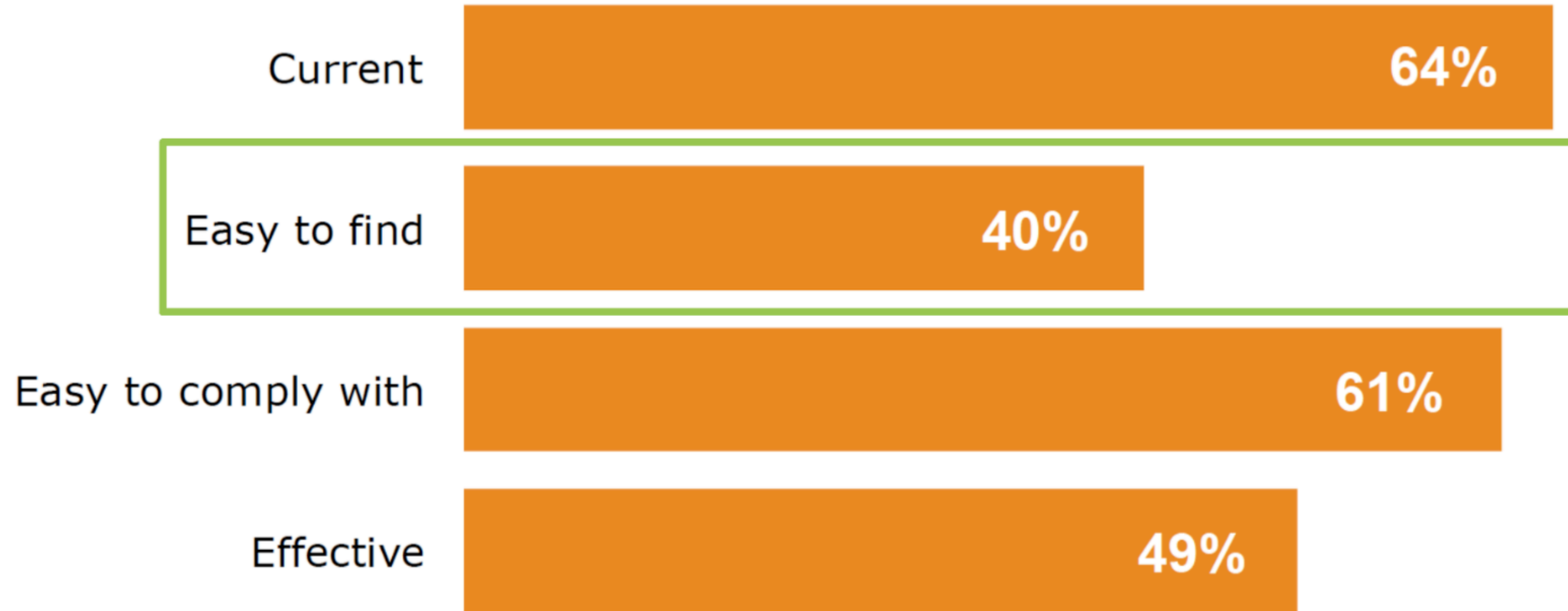
Tip 1: Get Strong Brand Guidelines



BRAND



Branding Guidelines Rating



Percent Good or Very Good

File

Edit

View

Page

Arrange

Insert

Format

Help

Saved

Undo

Redo

Preview

Share

Download

Order Prints

PAGE

TEXT

SHAPES

IMAGES

TABLE

VIDEO

BUTTONS

SCROLL AREA

COMMENT

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

Brand Assets

Colors

These colors will appear in a special section of the color-picker called "Brand Colors".

Lucid Blue

#29aae1

Lucid Orange

#fc8d2a

Lucid Green

#8cbf3f

Blue Steel

#3d4752

Blue Steel 2

#77818c

Info Red

#ed6058

Info Red Ligh

#fbdcd9

Info Blue Ligh

#d2edf9

Info Green Li

#e9f2d9

Info Yellow

#fcc438

Text Standar

#5a5a5a

Text Light

#828282

Fonts and Text Styles

These styles will be the defaults for new text boxes. They will also appear in both the paragraph styles list under "Brand Styles" and font list under "Brand Fonts".

Headings
are Avenir
Next
(Regular),
48px

Sub-headings are
Avenir Next (Bold),
24px

Body text is Avenir Next (Regular), 12px. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Page

Size & Orientation

Letter (8.5x11) in

Portrait

Landscape

Margins

0.278 in

Background

Solid Color

Page Lock

OFF

Chat

89%

Comments

Layers

Many Hands = Meaningful Work

Tip 2: Lock down templates





Create a new template or import one from InDesign.



Lock down important brand elements.



Share approved templates & assets with employees.



Allow employees to customize approved templates.



Distribute via print, web, or social media.

Create New Document

Brochures / Leaflets



Academic



Alpine Vista



Avenues Real Estate



Big Sky



Boutique



Brisk



Commercial Real Estate



Contempo



Contemporary



Corporate



Country Report



Cuisine

Categories

For Print

- Blank
- Brochures / Leaflets
- Business Cards
- Catalogs
- Flyers
- Holiday
- Invitations / Postcards
- Education
- Letterhead / Stationery
- Magazines
- Menus
- Newsletters
- Photo Books
- Posters
- Reports
- Resumes

For Tablet, Mobile, & PC

- Social Media
- Custom - Personal
- Custom - Team

Cancel

Create New

Many Hands = Meaningful Work

- 1. Strong Brand Guidelines**
- 2. Lock Templates Down**

Double your output in half the time

- 1. Alignment & Strength**
- 2. Clarity & Control**
- 3. Many hands & meaningful work**

IN-HOUSE CREATIVE TEAMS

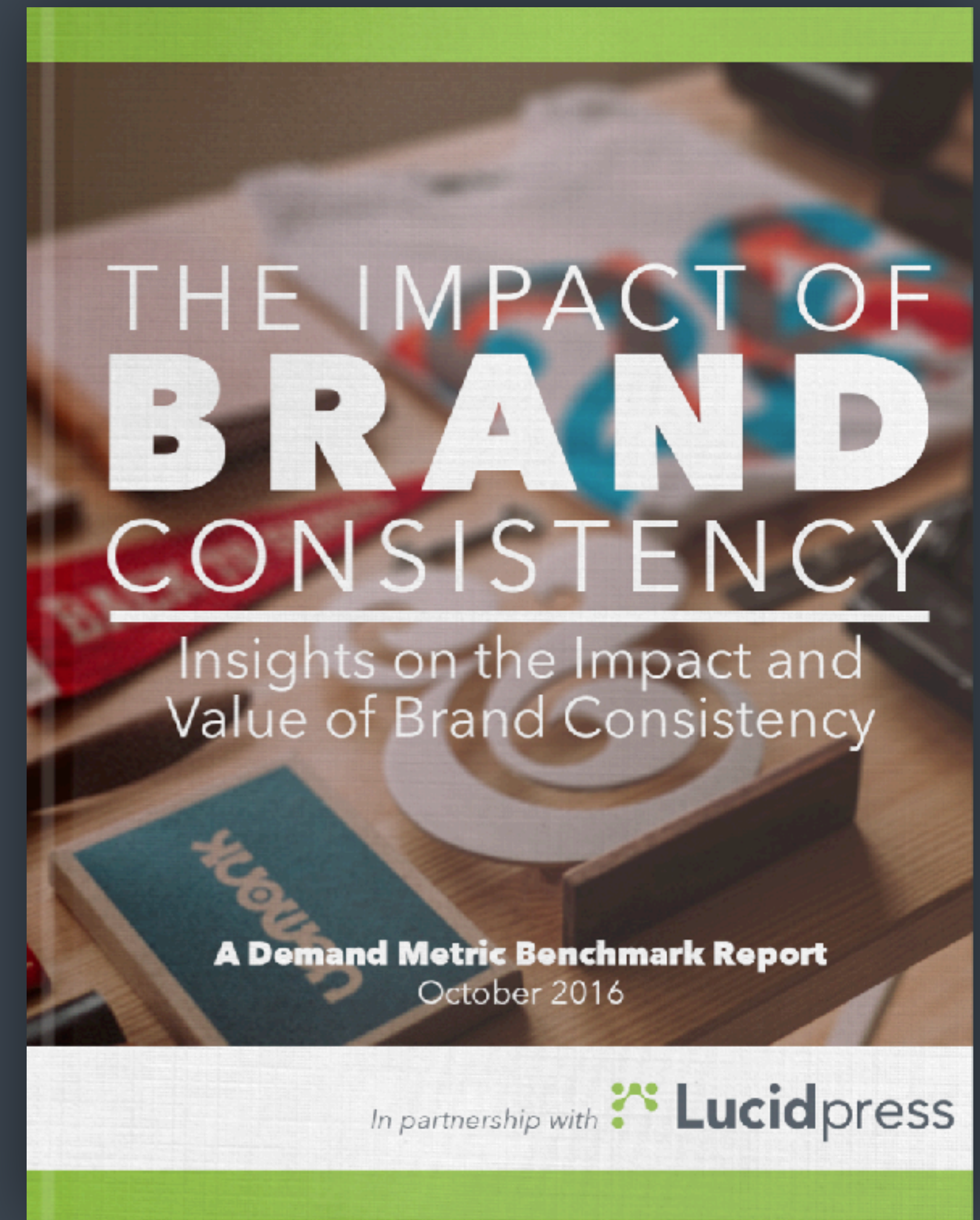
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Download brand consistency report

bit.ly/BrandConsistencyReport

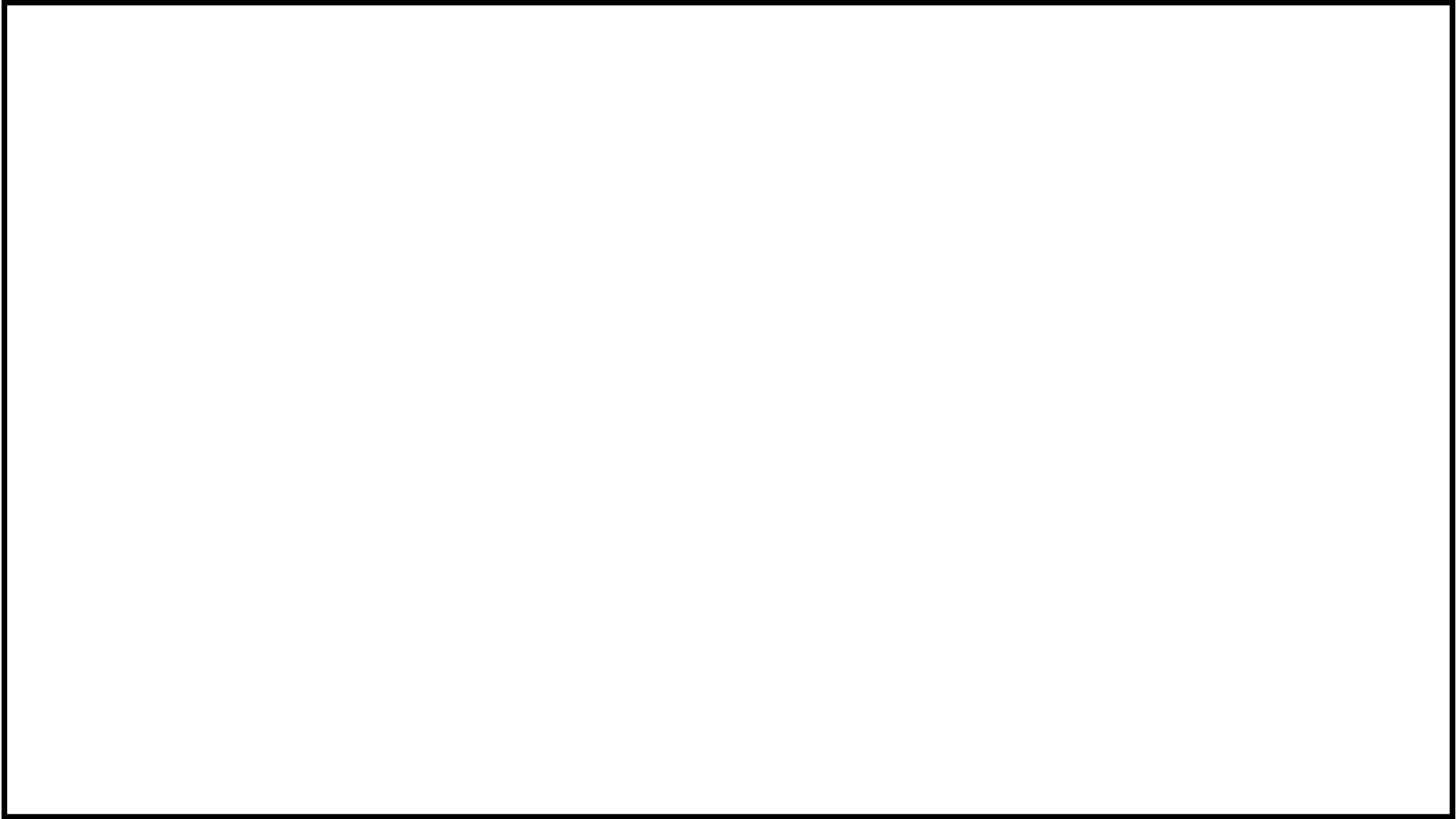


Learn more

lucidpress.com/demo

It's time...





Q&A

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