



**Christopher Franklin**

Working with Creative Staff  
Media Ministry Management

# ABOUT ME

Christopher is an accomplished Marketing leader with over 25 years of experience in brand development, video, design and motion graphics. He has help build strong brands while working in leadership positions at ABC24, FOX Televisions stations, Guardsmark and the Evangelical Presbyterian Church (EPC).

He has won 5 Mid-South Emmy Awards, 10 Promax Awards and a other accolades in Media Production

~CHRISTOPHER FRANKLIN

MARKETING DIRECTOR, ABC24 NEWS  
& FOUNDER, INSPIRE MEDIA CONFERENCE



# AGENDA

GOALS & OBJECTIVES FOR THIS SESSION

- **Tap in to their talents**
- **Unorganized side**
- **Applying Pressure**
- **Prevent Creative Burnout**
- **Recognize Their Individualism**
- **Be Humble | Trust Their Abilities**

# TAP-IN TO THEIR TALENT

Finding the balance between their strengths and your vision.



## RESTRICTIONS

These roadblocks are actually good for creatives. It gives them a starting point. Innovate within restrictions.

## WHAT YOU LOVE

In guiding a creative person, you must tell them what you love about what they are doing. Honest. Truth-in-love.



## OWNERSHIP

Its easier to put love into something when there's a sense of ownership

## INVESTMENT

They begin to feel connected to the ministry and will invest and work more intensely on future projects.



# UNORGANIZED SIDE

## APPLY THE RIGHT AMOUNT OF PRESSURE

Over time, you'll learn how to manage their unorthodox, creative working environment combined with the high expectations to apply the right amount of pressure to hit deadlines and maximize impact.

## HIGH EXPECTATIONS

Organizations that provide their most talented people with personalized development plans and mentoring opportunities, and that promote a culture of support and inclusion, will benefit from increased creative performance. Providing such opportunities may be a heavy lift for some organizations, yet failing to do so will risk losing their creative talent to competitors.

## TOLERATE THEIR UNORGANIZED SIDE

Everybody has a unorganized side, defined as his or her undesirable or behavioral tendencies. their imaginative disposition, creatives may come across as odd or eccentric, and they often specialize in making simple things complex, rather than the other way around.

PEAK  
SUCCESS!

01

TOLERATE THEIR  
UNORGANIZED SIDE  
(But only to a point)

02

HIGH EXPECTATIONS

03

APPLY THE RIGHT  
AMOUNT OF  
PRESSURE



[InspireMediaConference.com](http://InspireMediaConference.com)

# APPLY THE RIGHT ABOUT OF PRESSURE

## STACKING THE DECK 100% INVESTMENT



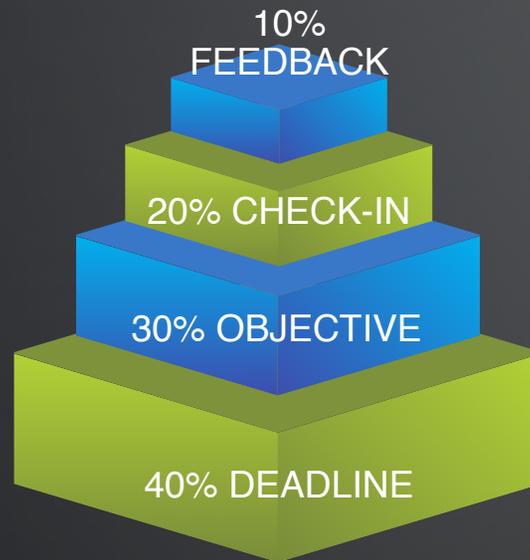
### FEEDBACK

Feedback isn't necessarily all for the creative staff. How they respond to check-ins is how you approach the next project. Revising the comments made at check-in will make the next project more productive. It is a process



### DEADLINE

The main objective is to make sure the deadline is met. Creatives get lost in projects and sometimes don't manage projects well.



### CHECK-IN

Checking in during the creative process is essential to giving opportunities to pivot when something is not working.



### OBJECTIVE

Be clear about the goals and purpose of the project so when reviewing the project they can see clearly if the objectives were met.



# PREVENT CREATIVE BURNOUT



## PREPARE

Some seasons are busier than others. Plan for breaks before & after heavy seasons

## PRAISING

Recognize them for their strengths publicly and privately



## GET OUT

Encourage them to get out of the office. Create remote work systems.

# RECOGNIZE THEIR INDIVIDUALISM

“Team work makes the dream work”

## DETAILED PROJECT MANAGERS

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### PLANNERS

VOLUNTEER SCHEDULERS  
CALENDAR ORGANIZERS  
PLANNING CENTER ADMIN  
EXTERNAL COMMUNICATIONS

## CREATIVES & PRODUCERS

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### CREATORS

GRAPHIC DESIGNERS  
VIDEO EDITORS  
INTEGRATED MARKETING  
PRODUCERS  
MOTION GRAPHICS  
WEB DESIGNERS  
AUDIO ENGINEERS

## VOLUNTEERS

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### MINISTRY

COMMUNITY  
FELLOWSHIP  
SUPPORT TEAM  
WEEKEND OPERATORS

# BE HUMBLE

Trust in their abilities and be flexible.

01

## AVOID MICROMANAGING

*Micromanaging kills productivity, creativity and drives creative employees away,*

02

## TAILORED ENVIRONMENT

*Employees will thrive when leadership is willing to tailor their environment in such a way that their strengths are fostered, and their abilities are embraced.*

03

## YOU'RE RIGHT, BUT DON'T BE WRONG

*Chess, not checkers. The best and most creative talent most likely will not be a perfect fit day one. How correction is approached can encourage or discourage.*



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