

CREATIVITY AND INNOVATION

DESIGNING BETTER PUBLIC SERVICES



notosh

#5 COMMUNICATE YOUR CREATIVITY

LESSONS FROM THE WORLD OF COPYWRITING

OUR SPRINT TIMELINE

BEING MORE CREATIVE. GAINING BETTER DIRECTION. STRETCHING THOSE AROUND YOU.

SESSION #1 KICKOFF
BE MORE CREATIVE

SESSION #3 FOCUS
CREATIVE DIRECTION

SESSION #5 SIMPLIFY
WORDS MATTER



SESSION #2 FIRST MOVES
OPEN TO POSSIBILITY

SESSION #4 PROTOTYPE
TESTING IDEAS

SESSION #6 CELEBRATE
BEYOND A WORKSHOP

***GOOD IDEAS PILE UP LIKE
OVERDRAFTS***

A RIFF ON PETER MAY

***GOOD IDEAS PILE UP LIKE
OVERDRAFTS
SO GET THEM OUT,
USE THEM OR KILL THEM***

A RIFF ON PETER MAY

10 YEARS OLD

Ewan
Aged 10



WRITE AS YOU SPEAK.

**AVOID BEING
A “TO WHOM IT MAY
CONCERN” PERSON**

DESCRIBE YOUR FRONT DOOR

1. Begin strongly.
2. Have one theme.
3. Use simple language.
4. Leave a picture in the listener's mind.
5. End dramatically.

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Winston Churchill's five rules for
effective speech-writing

**GO AND SEE FOR
YOURSELF: DON'T ASSUME**

Storytelling works best when the person hearing the story can understand it.

Tell your story as if you're telling it to a ten year old, regardless of your audience. You know they'll understand it.

Avoid jargon when simple words will do just as well.

Keep your story human - tell us who did what and who was positively affected by a story. Name names. It makes it feel real.

We love stories that are personal, scary or challenging. We can relate to them.

We like stories that are short - we can always ask for more if we're interested.

For example... the two best words a story can contain.

“FOR EXAMPLE...”

FOR EXAMPLE...

WRITE FIVE EXAMPLES OF WHY YOUR IDEA IS SO IMPORTANT FOR THE USER OF THE SERVICE

Accurate recording of street data

We can locate each asset

Use unique references for other services to mark their data against

We use data for network analysis and routine

FOR EXAMPLE...

WRITE FIVE EXAMPLES OF WHY YOUR IDEA IS SO IMPORTANT FOR THE USER OF THE SERVICE

We make an accurate recording of street data. For example, we use a computer system to show where roads are precisely on a digital map. And because every line is connected, we're able to help people find the fastest or safest way from A to B. That helps the buses run on time, and helps make sure that the right roads get dug up for all our other services.

We can find every thing that the road department put in the road: from traffic lights and pedestrian crossings, to secret sensors under the road.

Every street gets given a unique number - no other street in Great Britain has the same code. It's like a fingerprint. It's really useful. For example, when a traffic light breaks down they can use this number to pinpoint to the inch where the problem is.

FOR EXAMPLE...

WRITE FIVE **EXAMPLES** OF WHY **NOT HAVING ACCESS** TO YOUR IDEA IS SUCH A PAIN FOR THE USER

...

REMEMBER YOUR AUDIENCE



TO THAT 10 YEAR OLD



**A COLLEAGUE OVER A
COSTA**



**3000 PEOPLE.
TWO MINUTES.
ONE MICROPHONE**

WHAT DO YOU WANT THEM TO DO NEXT?

EVERYTHING YOU WRITE OR SAY ABOUT YOUR PROJECT SHOULD BE FOR A SPECIFIC PURPOSE