

# 5 Tips to Help Creatives

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It's important to understand that managing creatives requires a unique approach. Here are five tips to help you effectively manage creatives in a communications office





# 1

## Create a Positive Work Environment

You are in a communications office – well communicate! The number one need for every creative is an environment that fosters creative thinking.





# 2

## Encourage Work–Life Balance

There is a life outside of work encourage your employees to live it! Be flexible with projects, and allow them to work within parameters that allow them to be inspired and fit with the needs of your office.





# 3

## Offer Constructive Critiques

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I was a creative most of my career, and this is going to sound harsh but it is my blog and it needs to be said. If you can't do the work they do, shut up! Give critiques on what you know, their portfolio was good enough to get the job – Let them do it.





# 4

## Set Clear Expectations

I get it deadlines are important, but what's more important is clearly outlining project objectives and expectations for your creative team.





# 5 Recognize and Appreciate Creatives

If you are a writer, photographer, graphic designer, or videographer, you have studied countless hours to perfect your craft. Recognize the hard work and creativity of your team members.



