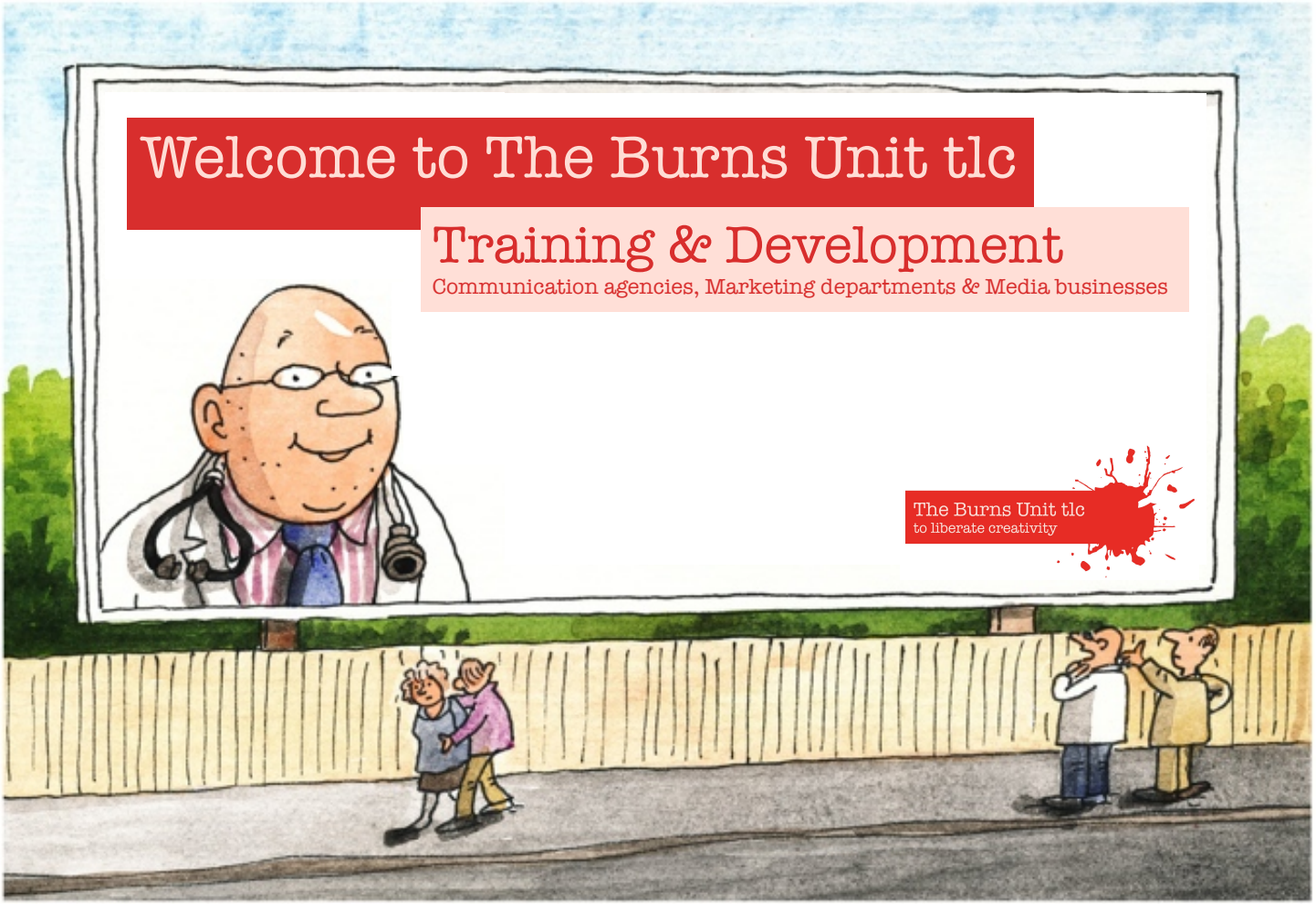
Welcome to The Burns Unit tlc

Training & Development

Communication agencies, Marketing departments & Media businesses



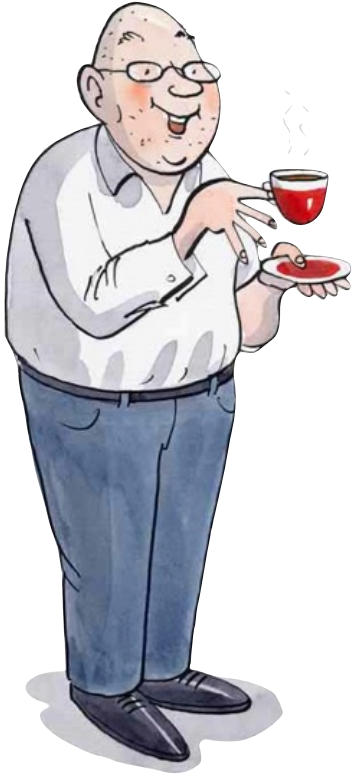
The Burns Unit tlc
to liberate creativity

A simple view of the world... If we strive to understand our clients' businesses better and keep an insatiable curiosity about what makes them tick, like we do during a pitch, we will write the best and most inspiring briefs. We will then create brilliant creative, media and technology ideas that the whole team will embrace.

Our relationships with each other and with our clients will then be stronger, our contribution more highly valued and our fees justified.

This virtuous circle will never happen by chance. It needs to be nurtured and individuals' passion for creativity and knowledge ignited. The Burns Unit tlc aims to achieve this for everyone we do business with.

Transform your 'Talent Assets' into a formidable, brilliant and inspirational driving force. Ignite a spark and get in touch.



The Burns Unit tlc
to liberate creativity

You can now save time and money by downloading 25 years experience in Account Handling, creating award winning training plans and running acclaimed courses.

Paul spent 25 very successful years at Saatchi & Saatchi. He became their Training Director and first Director of Knowledge Practices, sitting on the main Management Board of the Agency.

He contributed hugely to their success in all areas, building revenue, creating strong and long lasting client relationships, working on some of our country's most iconic campaigns. He is recognised to have passion and skill in developing people and doing it all with tenacity and resilience, balanced with grace, compassion and, some have said, a great sense of humour.

He has run accounts across a wide variety of businesses, from the hugely successful bid and launch of the National Lottery, to large and complex financial brands and run countless Blue Chip fmcg brands. Paul also has a proven track record in substantially increasing client revenue from existing clients and has enjoyed a very successful record leading teams to win new business.

One phone call could stop your business wasting money and time on erratic training initiatives with courses run by trainers with limited industry experience.

Why choose The Burns Unit tlc?

Because...

We are a specialist training business that grew out of the communication industry

We are commercially focused on training plans and workshops that work

We are results-driven not Academic or Theory driven

We are believers in ruthless pragmatism and simplicity over complexity

We are passionate believers in the power of people over processes

But most of all we strive to make our courses fun and engaging and never dull and threatening

"What we learn to do we learn by doing"

Aristotle

The Burns Unit tlc
to liberate creativity

The Burns Unit tlc
to liberate creativity

Your business can now have the most awarded training professional in the advertising industry, on-call, for all your people-development issues.

The Burns Unit tlc has been created to act as a 'Spark' to help creative and media agencies, specialist technology businesses and marketing departments ignite a greater creative ambition.

We 'fire up' your people with the latest thinking, balanced with 25 years of wisdom gleaned from working at Saatchi & Saatchi, with so many Blue Chip clients.

The Burns Unit tlc will liberate your business's creativity with three core offers:

1. **Insightful training and development plans**
2. **Inspiring courses**
3. **A gateway to a network of over 40 specialist trainers, facilitators and coaches**

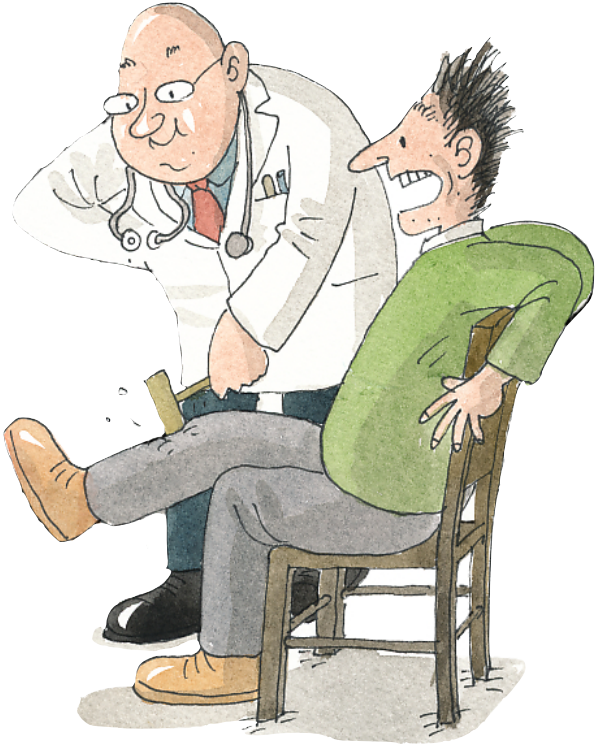
Paul has won five IPA Training awards, including two Gold, one Silver and two Special Awards for Best Training Director and Best Long Term Contribution to Training.

1. Insightful training and development plans

Stop your Training & Development plan becoming a knee jerk reaction to events.

Sometimes the event is in response to a Global, Regional or Holding Company 'initiative' demanding a change in behaviour. It can be a reaction to criticism and observations from other departments, suppliers or clients or it could be an identified skills gap following an individual appraisal.

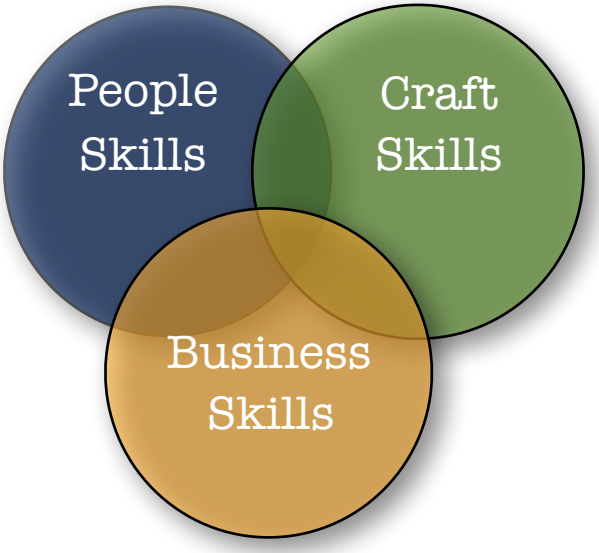
Successful organisations constantly challenge the status quo. They continually need to reinvent themselves to survive. Our simple, pragmatic yet insightful Training and Development plans, aligned to your business objectives, can be 'the glue' that binds your people into a more powerful, strategic and creative force.



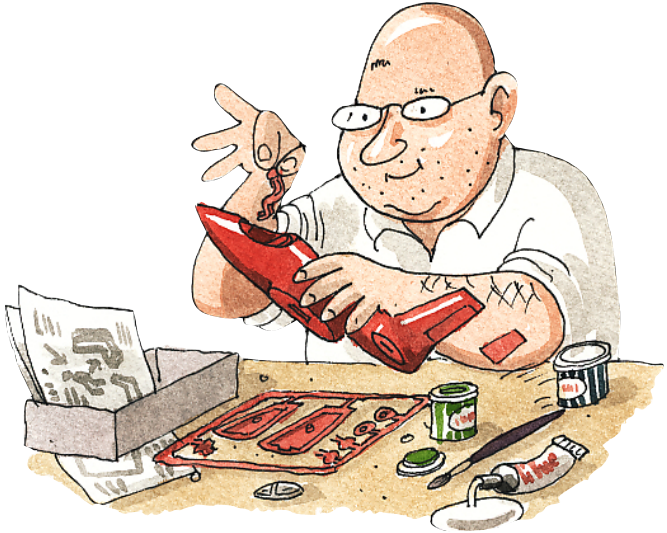
The Burns Unit tlc
to liberate creativity

Our simple model

The Burns Unit tlc Training and Development model can be used for one office or globally. It can be deployed for one team or the whole organisation.



The Burns Unit tlc
to liberate creativity



Our model was created for communication organisations but will work for any business, combining process and structure with fluidity and flexibility.

The Burns Unit tlc adopts a pragmatic, 'can do' action-orientated methodology and is the antithesis of a big management consultancy approach.

2. Inspiring courses

All our courses can be run in a half day, a full day or over two days

1. How to be the best Account Handler in your Agency
2. Creating opportunities by understanding clients' business
3. Making Creative Briefs...brief & Creative Briefings...creative
4. Selling Creative work without the 'big sell'
5. Planning for suits. An injection of strategic thinking
6. Storytelling and making complex arguments buyable

The Burns Unit tlc
to liberate creativity

"Paul was inspiring, enlightening and engaging"

"A fantastic course, I benefited greatly. I've used examples Paul gave us on more than one occasion to resolve client issues"

Life's a Pitch... Spend less time winning more pitches

Leadership. Inspiring and leading your team

Negotiation skills. Beyond 'win win.'

"Very informative. Excellent. Paul is an experienced group leader who listens and advises rather than just talks at you"

"Paul is inspirational and motivational"

Bootcamp for agencies who want to grow existing business by 20%

Inspiring great work & better value from your agency

Train the Trainer

The Burns Unit tlc
to liberate creativity

3. A gateway to a network of over 40 specialist trainers, facilitators and coaches

I don't have the time to meet all these training companies. Can't we just ask The Burns Unit who they think would be best to run our Time Management Course?

Imagine the time you would save if you had a 25 year old 'black book' of tried and tested specialist trainers to call on.

Paul was the Training Director at Saatchi & Saatchi and chaired the IPA Trainers Forum for 4 years. More recently he was commissioned to write the award winning IPA Foundation Certificate eLearning course. He is also an IPA Gold CPD judge.

He is a founding tutor for the EACA International Academy and runs courses for the IPA and ISBA. Paul has also been a guest lecturer at The University of East Anglia, The University of Westminster, Bournemouth University, Ravensbourne College and The European Communication School.

These roles have given The Burns Unit tlc access to an unrivalled network of associates: specialist trainers, coaches, facilitators and academic experts for you to tap into with one call.

The Burns Unit tlc
to liberate creativity

The best Training & Development network

Business Skills

Craft Skills

People Skills

Coaching

Digital & Social Media

Creative Dept Programmes

Train The Trainer

The Burns Unit tlc
to liberate creativity

campaign
18 February 2011 www.campaignlive.co.uk A Haymarket publication £3.70

"It's better to ask the right questions than answer the wrong ones"

Paul Burns

The number-one rule of account management

Dear editor,
It was great to see Sarah Golding ("How to save the suit from extinction") and Claire Beale ("It's unreasonable to let account manager 'die'", *Campaign*, 6 August) both acknowledging the crisis and possible extinction of account management. In my view, they both missed the fundamental point about why account handlers are finding themselves at this uncomfortable precipice.

Having spent 26 years as an account handler, working with all manner of clients and now running training courses for agencies, the IPA and the European Association of Communications Agencies, I have come to realise that the most valuable course for any account handler these days is "Understanding your client's business".

Account handlers need to recognise that doing what they do, blind to the basic language of marketing and business, is a recipe indeed for extinction.

For any account handler in any agency, having a real passion and understanding of their client's business is the only way to build trust, respect and a strong relationship; only from this will the brilliant creativity we offer be allowed to flourish and transform not just our clients' brands and reputations, but their businesses too.

My challenge to every account executive and to every senior account director is to ask each other the following questions:

1. What is the price of our client's product or service? Is it higher or lower than our competitors?
2. What is their brand share, volume and value sales, and is the market our client operates in up or down and by what percentage compared with a year ago?
3. How does our client measure their business success?
4. How does our client measure the success of our contribution to their marketing and business objectives?
5. In the past six months, have you been on a factory visit, store check, read their trade mag and visited a trade show or conference?

From my experience, very few account handlers would be able to spontaneously rattle off the answers to these questions. The inability to answer these types of questions is the fundamental point at the heart of why account management is peering over the edge and looking into a black hole.

Account management must pitch its tent smack bang in the middle of the agency and be the key team of people who really understand their client's business more than anyone else in the agency. They must use this understanding to mould the most brilliantly creative communication strategies and executions to solve these business and marketing questions.

Creativity with a purpose is vital to the future of our business; creativity for creativity's sake is a recipe for disaster.

Paul Burns
Founder
The Burns Unit

Canvas set to provide less, not more, choice

Dear editor,
Campaign may not like Virgin Media's opposition to Project Canvas (Virgin Media's attempt to block Project Canvas, 6 August), but it's not surprising the true nature of the service is misunderstood.

That's to be expected, given the secrecy about how it will operate in practice. What we do know is that the project represents an unnecessary collaboration between a number of well-resourced organisations that should be competing with each other in this fast-developing market.

For consumers and content providers alike, the result will be less, not more, choice. On the information currently available, the opportunities that it provides advertisers are, to say the least, unclear. Openness and transparency is not something the BBC and its partners should shy away from.

Canvas needs far more rigorous scrutiny than the BBC Trust has provided, especially as we're all already paying for it, regardless of whether we want it or not.

Paul Richmond
Executive director, corporate affairs
Virgin Media

The Burns Unit tlc
to liberate creativity

And an award winning eLearning offer

The Burns Unit tlc has formed a new eLearning company. Rock and a Hard Place is a separate business made up of leading industry experts and an award winning eLearning company.

We have created a series of ten one hour modules. You choose how you use them. The modules will act as a useful foundation for some and a timely reminder of key principles for others.

The ten modules:

1. How to be the best Account Handler in your agency
2. Understanding your clients' business
3. Tools for strategic planning in a digital world
4. Making creative briefs brief and briefings creative
5. Judging ideas in the digital era
6. Making complex arguments buyable
7. The art and science of selling ideas
8. Negotiation skills: beyond win win
9. Leading people for peak performance
10. Techniques for idea generation

The Burns Unit tlc
to liberate creativity

ROCK AND A HARD PLACE

THE LEARNING AWARDS
START-UP LEARNING PROVIDER OF THE YEAR
2016 GOLD WINNER

For more information visit www.randhp.com

You will be in good company working with The Burns Unit tlc

The Burns Unit tlc
to liberate creativity

SAATCHI & SAATCHI
Cheil
McCANN LONDON
dentsu AEGIS network
Sapient
HAVAS helia.
DDB
McCANN BIRMINGHAM
IMAGINATION
Carat
fallon
Horizon PUBLIC RELATIONS
zone
cake
eCommera Linked by isobar
isobar
something big
theTeam.
INFECTIOUS MEDIA
Qubit
Fetch
4As MALAYSIA GROWING BRANDS THROUGH CREATIVITY
OYSTERCATCHERS
Centtrip CURRENCY FREED
Omobono
blue latitude
merchantcantos
sse
AIA
DirectLine Group
national schools partnership
Healthspan
Great Ormond Street Hospital Charity
RNIB
ice
iapi
CLEARCAST
ECS EUROPEAN COMMUNICATION SCHOOL
UNIVERSITY OF FORWARD THINKING WESTMINSTER
eaca INTERNATIONAL ACADEMY
BU Bournemouth University
UCL
UEA University of East Anglia
The Burns Unit tlc
to liberate creativity

Get in touch and see how we measure up

Call Paul Burns on:

+44 (0)208 421 1202 or +44 (0)777 1940 332

Or drop him an email at paul.burns@me.com

Or visit www.theburnsunit.co.uk

The Burns Unit tlc
to liberate creativity

© 2018 The Burns Unit tlc

The Burns Unit tlc Limited
18 Sherington Avenue, Pinner, HA5 4DT.
Registered Office: 166 College Road, Harrow, Middlesex, HA1 1BH.
Registered in England and Wales. Company Number 6828043. VAT Registration No. 947 8752 62.

The cartoons in this booklet have been illustrated by Nick Schon. Contact him and see what he can do for you. Email him at schon1@mac.com or call him on 0797 498 3433