

Welcome to the new eLearning programme for the communications business



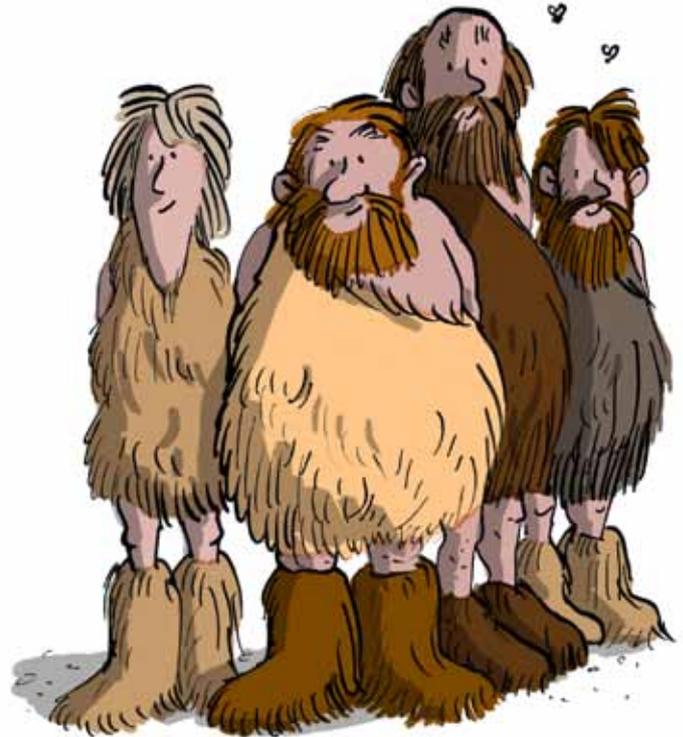
ROCK ANDA
HARDPLACE

Rock And A Hardplace is the new online learning company for the communications industry.

Our programmes have been written and produced by leading industry experts and an award winning eLearning company.

We have created a series of ten one hour eLessons which can be bought in blocks of a hundred hours for a year's access to all ten modules. You choose how you use them.

The modules will give a top line understanding of the topic. They will act as a useful foundation for some and a timely reminder of key principles for others.



Each module will take about an hour to complete and is divided into three fully-interactive eLessons.

They will also include a video, featuring leading industry experts discussing the particular topic. There are questions to answer at the end of each eLesson and some exercises to try out on the job and in teams.

When each eLesson is completed an eBook can be downloaded to act as a permanent reminder of the content. It also contains key tips and advice, a useful resources page and a list of recommended further reading.

To help the agency moderate a discussion about the learning, there are also Tutors' Notes with each module.



The video interviewees

Bridget Angear - Joint Head of Planning, AMVBBDO

Paul Bainsfair - Director General, IPA

Chris Clark - Global Head of Marketing, HSBC Holdings PLC

Graham Fink - Chief Creative Officer, Ogilvy China

Steve Henry - Creative Consultant & ex joint founder, HHCL

David Kershaw - CEO, M&C Saatchi

Debbie Klein - Chief Executive of Engine and Chairman, WCRS

Christopher Macleod - Marketing Director, Transport for London

Craig Mawdsley - Joint Head of Planning, AMVBBDO

David Meikle - Founder, Salt

Kate Stanners - Executive Creative Director, Saatchi & Saatchi

Richard Storey - Global Chief Strategy Officer, M&C Saatchi.



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 integrated 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





1. How to be the best Account Handler in your agency

James Webb Young said in 1963 that “Becoming an advertising man is a life long process”. We have attempted to put in place some key ‘Rock Solid’ foundation stones for a successful career as an Account Handler in your agency.

In this module on how to be ‘The Best Account Handler in Your Agency’ we will look at three key areas:

Communication - How you present yourself

Relationships - How to get the best from your client and agency relationships

Knowledge - How to instil a belief that you should never stop learning

2. Understanding your clients' business

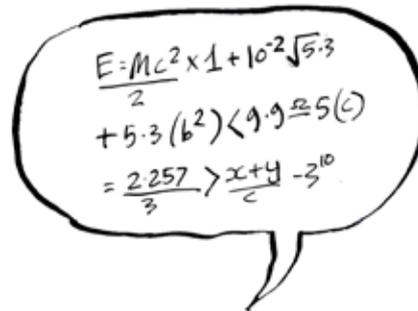
This short one hour module will take you back to some core fundamentals of why we do what we do. When agencies lose sight of this, their role will become superficial.

In this module on how to 'Understand your clients' business' we will look at three key areas:

Why it's so important - It's why agencies are hired and fired

Business fundamentals - Learning the language of business

A bit about data - Where to look for the building blocks of your client's business



3. Tools for Strategic Planning in a digital world

Strategy is one of those big fat words that gets bandied around an agency all the time. There is a lot of smoke and mirrors going on about this BIG word, and a bit like the Wizard of Oz, we hope to pull back the curtain to show that it's just common sense thinking.

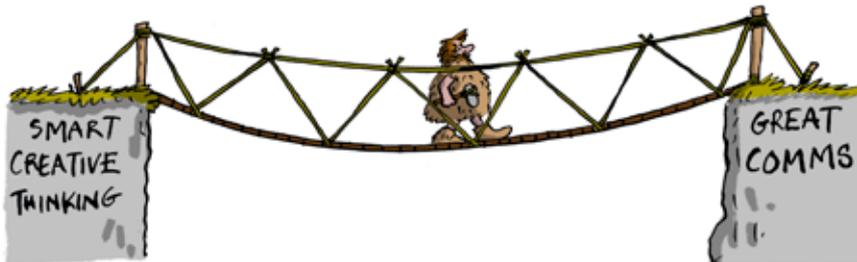
In this module on 'Tools for Strategic Planning in a digital world' we will look at three key areas:

Why - The role of planning

What - The key planning tools

How - How to plan





4. Making Creative Briefs brief and briefings creative

Write a more inspiring creative brief and it will make it easier to brief in with passion and authority, which will generate better ideas. The ideas will then be more likely to be right first time, which will make your clients happier and your agency a happier and richer place to work!

In this module on how to 'Make Creative Briefs brief and briefings creative' we will look at three key areas:

The Creative Brief - Why it's so important

The key sections - Making each section inspiring

The Briefing - How to brief in a more creative way

5. Judging ideas in the integrated era

In our experience it's often difficult to accurately judge work. Only through really understanding the idea can you give inspiring feedback to help improve and hone the idea, but also enhance your ability to sell the idea.

In this module on 'Judging ideas in the integrated era' we will look at three key areas:

Key criteria - To judge the work on

Interrogating the creative - Understanding the idea

How to give inspiring feedback - That gets listened to and acted upon



6. Making complex arguments buyable

Nobody ever really teaches you how to write a great presentation or how to make your arguments buyable. In agencies you tend to pick up tips and tricks as you go along.

This module recognises that agencies are coming under more time pressure whilst the world of communication is increasingly complex.

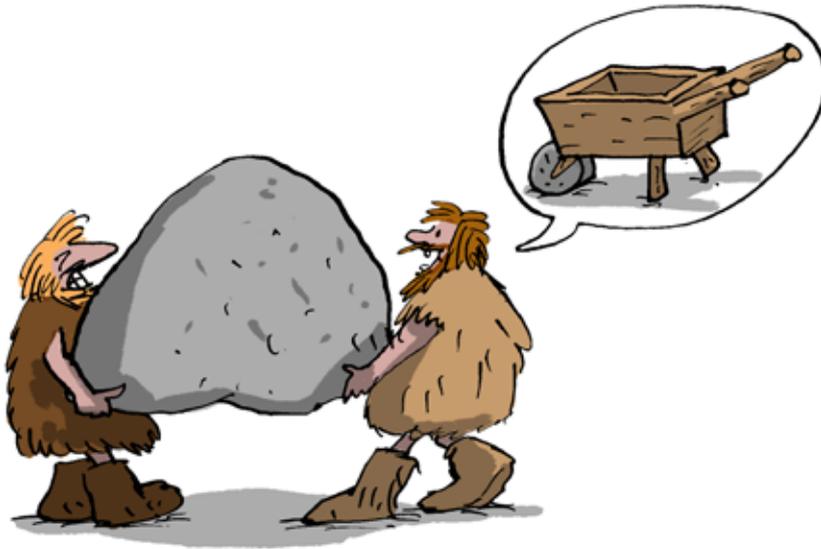
In this module on 'Making complex arguments buyable' we will look at three key areas:

Tools - Models for constructing an argument

The Presentation Brief - Our lightbulb moment

Presentation techniques - Creating emotional connections





7. The art and science of selling ideas

A large part of any role in advertising is about selling. It does not matter how great your idea is if you cannot sell it in. Influencing others starts with selling yourself. Once they buy you, they are more pre-disposed to buy your ideas.

In this module on 'The art and science of selling ideas' we will look at three key areas:

Before the sell - What has to happen to help the sell

During the sell - What has to happen on the day itself

After the sell - What has to happen to hold onto the idea



8. Negotiation skills: beyond win win

Negotiation fills our lives. Nearly every interaction we have with each other is part of a conscious or subconscious negotiation. So how can you achieve bigger wins in your agency and with your clients? It's our view that the most powerful and successful negotiators are those who are the most adaptable to change.

In this module on 'Negotiation Skills: beyond win win' we will look at three key areas:

People - Who you are negotiating with

Strategy - How you should approach and plan the negotiation

Techniques - For before, during and after the negotiation

9. Leading people for peak performance

An agency's ability to deliver excellence is down to its people. Lead and manage them well and greatness will come.

There is a dearth of high quality leaders. Develop the skills and mindset of leadership and you will not only create successful teams but also you will be highly sought after.

In this module on 'Leading people for peak performance' we will look at three key areas:

The key principles of leadership - The skills and mindsets of a leader

Leading and developing a team - Manager as coach

The authentic leader - Emotional intelligence





10. Techniques for idea generation

The key added value in an agency is its creativity - and not just in the creative department. We all need to increase our ability to think creatively to come up with more lateral solutions at every stage of the process, from strategy through to execution. No longer will rational thinking give us all the answers.

In this module on 'Techniques for idea generation' we will look at three key areas:

Creativity - Overarching principles

Techniques - Part 1 (1-7)

Techniques - Part 2 (8-14)

Why this is right for you?

By the end of 2014, 10,000 people will have gained an IPA online qualification. Agencies employ a generation brought up on eLearning.

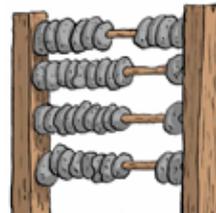
These modules give those responsible for the development of their people a totally flexible resource to use throughout the year.

It has the benefit of being able to respond to learning requests from management or learning needs coming out of an individual's appraisal - speedily and efficiently and delivered to peoples' desks in minutes.

This speed and efficiency is backed up by quality and real experience, 'hard-baked' into both the content and the delivery. The Rock And A Hardplace modules are an invaluable resource for every agency's learning and development team.



Understanding your
client's business
A bit about data



Rock And A Hardplace also offer:

In-house training courses

Illustrations

Bespoke eLearning modules

For more information on how Rock And A Hardplace can work in your agency, call +44 (0)208 421 1202 or +44 (0)7771 940332

visit www.randhp.com or drop us an email at info@randhp.com



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Company Number 8595478