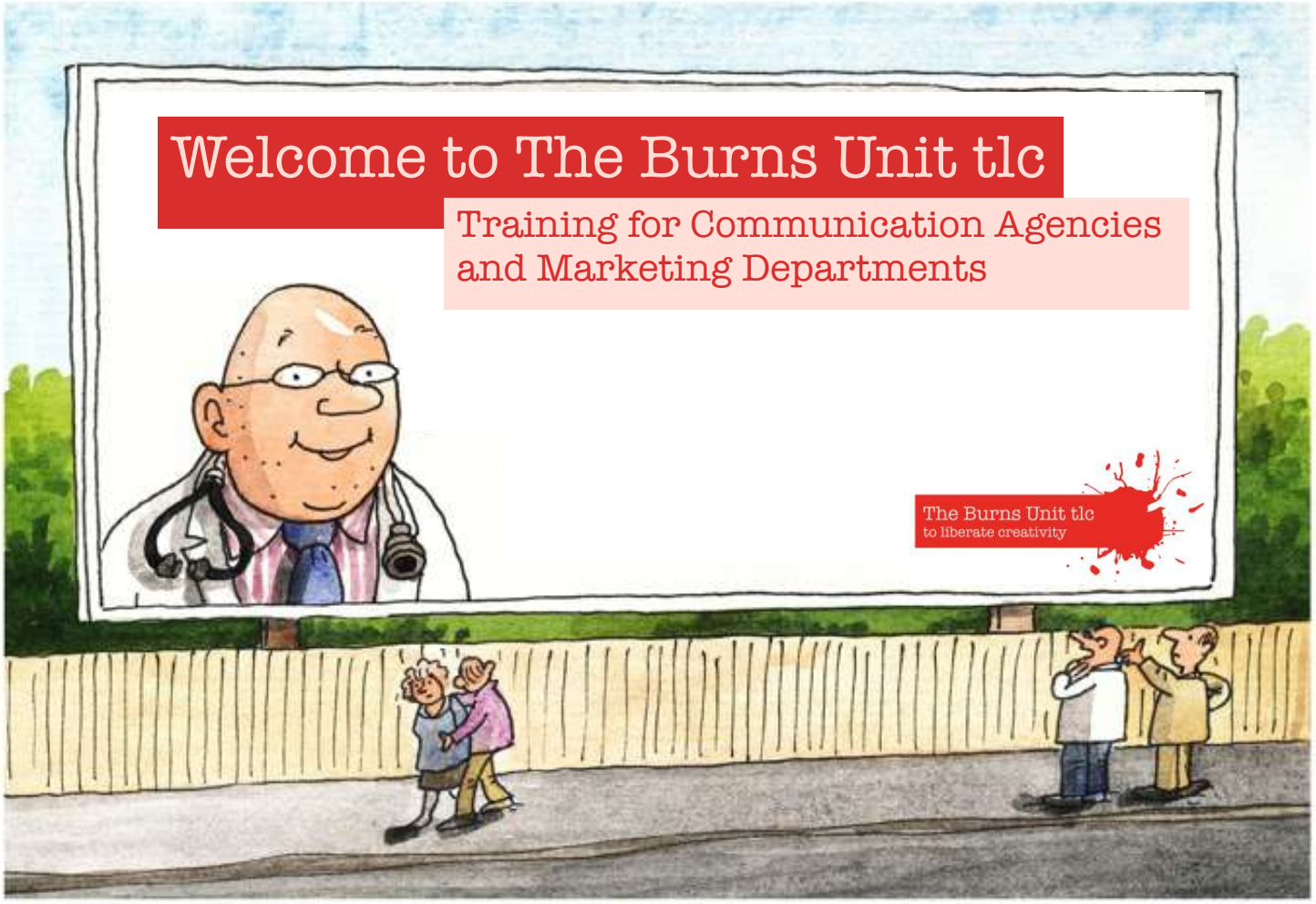
Welcome to The Burns Unit tlc

Training for Communication Agencies and Marketing Departments



Welcome to The Burns Unit tlc



Paul spent many 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.

In 2009 Paul founded The Burns Unit tlc, created to act as a 'Spark' to help all types of agency and marketers ignite a greater creative ambition.

We have a simple belief. If we strive to understand clients' businesses better and keep an insatiable curiosity about what makes them tick, 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. This will build clients' brands, businesses and reputations. Relationships between agencies and clients will become stronger and more highly valued.

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

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



The Burns Unit tlc
to liberate creativity

13 Inspiring courses

All our courses can be run face to face or on Zoom. They work as a half day, full day or two day courses. We also run breakfast programmes consisting of a selection of six 90 minute courses run over 6-12 weeks.



1. How to be the best Account Handler in your Agency
2. Create opportunities by understanding clients' business
3. Making Creative Briefs..brief & Creative Briefings..creative
4. Selling Creative work without the 'big sell'
5. Planning for Account Management. An injection of strategic thinking
6. Storytelling and making complex arguments buyable
7. Life's a pitch...Spend less time winning more pitches
8. Leadership and inspiring your team
9. Negotiation Skills. Beyond 'win win'
10. You don't have to be 'A Creative' to be creative. Techniques for creative thinking
11. How to facilitate brilliant workshops
12. Inspiring great work and better value from your agency
13. Train the Trainer

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

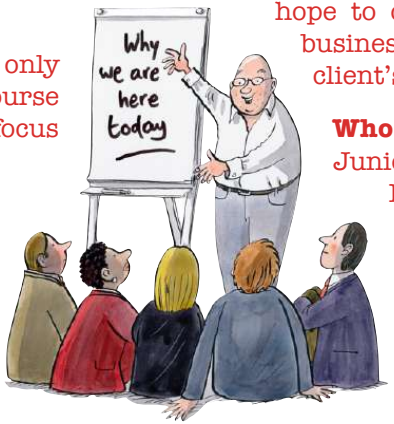
What is it? Account Handlers are a positive and competitive lot by nature. But the transition from lively pup to 'Top Dog' often seems a difficult and frustrating process.

The problem is that 'on the job training' is only as good as 'that particular job'. This course provides an ideal opportunity to really focus on what makes a great 'Suit' GREAT.

A huge chest of great 'war stories' and a collection of nothing other than tried and trusted methods of the art of Account Handling.

Who is it for? Account Handlers with 1-2 years experience.

Objectives: The key objective is for every delegate to walk away from this course with actionable skills and a renewed sense of confidence, optimism and a real view of the bigger picture in addition to the importance of the tiniest detail.



2. Create opportunities by understanding clients' business

What is it? Only by our people fully understanding our client's business and asking the right questions, rather than answering the wrong ones, can we hope to create initiatives to build our client's businesses, brands and reputations and put client's business back on top of the agenda.

Who is it for? Account Handlers and Junior Planners with 2-5 years experience. People who are brilliant at execution and may well have a good rapport with clients but are struggling to go beyond a good relationship and are becoming frustrated that they are not seen by clients as true business partners.

Objectives: To give delegates confidence in asking more questions and the confidence in the power of curiosity. To appreciate why clients love nothing more than an agency really caring about their business. We want every delegate to walk away with a vigour and mission to know more about their client's business.

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3. Making Creative Briefs..brief & Creative Briefings..creative

What is it? Creative Briefs are the key instruction to a creative team. The clearer and more unambiguous it is, the more likely the creative work will be brilliant and right first time. That's why it's critical we understand how a great creative brief is written.

In this course we will explore the key parts of a Creative Brief and how to write them in an inspiring way. We will also look at how we brief our creative partners as this can be as important as the written brief itself.

Who is it for? Account Handlers, Junior Planners and Brand Managers with 1-3 years experience. This course is for people who are becoming frustrated feel detached from the creative process.

Objectives: To enable delegates to write and contribute to brilliant and inspiring Creative Briefs.

To recognise that better briefs and better briefing leads to better relationships and better work.



4. Selling Creative work without the 'big sell'

What is it? Presenting Creative work and ideas to clients is the culmination of hours and hours of hard work. All this time can be wasted if the work is not approved and you have to go back to the drawing board.

This course is designed to ensure that you give your ideas the very best chance to be approved. It's based on an assumption that it's never the case that 'Great ideas sell themselves'.

Who is it for? Creative Teams, Account Handlers and Planners with 1-3 years experience.

Objectives: To give delegates confidence and a solid foundation of actionable skills.

The key objective is for every delegate to walk away from this course with a simple toolkit for structuring their creative presentations and feel comfortable dealing with difficult questions about the idea.

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5. Planning for Account Management. An injection of strategic thinking

What is it? In this course we will explore many key planning tools that will demystify the dark art, long words and odd diagrams that make up the world of strategic brand planning.

Who is it for? Account Managers, Junior Planners and Brand Managers with 2 -5 years experience. People who are becoming frustrated that they are not seen by their clients or in their Marketing teams as true business partners.



Objectives: To encourage engagement in more strategic brand debates by having a broader understanding of some of the main strategic planning tools.

To instil an appreciation and confidence to discuss strategy, challenge assumptions, have a point of view and constantly strive for simplicity over complexity.

6. Storytelling and making complex arguments buyable

What is it? Clients and Agencies often have to present complex ideas. These may be creative ideas, strategic and comms ideas or detailed data analysis. Often the focus is lost and teams lose sight of the argument and fail to present it in the most compelling way.

This often results in missed opportunities and Clients and Agencies not being convinced of each others points of view.

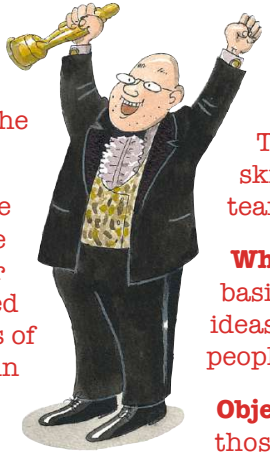
Who is it for? This course is particularly helpful for those in all types of Agency or Marketing Dept who are involved in having to convince colleagues and Client/Agency partners of their proposals and arguments.

Objectives: To instil in delegates the skills to be able to utilise our unique, clear and simple methodology for constructing an argument so that it's clear to understand and easy to 'buy' for all types of audience.

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7. Life's a pitch...Spend less time winning more pitches

What is it? Agencies are always pitching. New business from existing clients and new business from new clients. Working on a pitch can be exciting and exhilarating. It can also be stressful, time consuming and frustrating. This course is designed to help any pitch team to be more efficient, passionate and focused on the pitch task.



Who is it for? Those involved and those leading new business pitch teams. This course is particularly helpful for senior to junior Account Handlers. Also those who are involved in having to convince existing and new clients of why their agency and their team should win the pitch.

Objectives: To instil in delegates some simple tools to make a new business pitch process as efficient as possible so less time is spent running around in circles so that more time can be spent on the thinking and how to win.

8. Leadership and inspiring your team

What is it? The phrase 'some are born to lead and others to follow' suggests we are on a pre-destined journey. In this course we'll explore what the qualities that can dramatically improve any person's ability to lead and inspire a team.

The course is focused on the inter-personal skills needed for the successful running of any team.

Who is it for? Those who have cracked the basics of managing the process of developing ideas but are now finding it hard to manage people and teams.

Objectives: To provide delegates, both senior and those just starting out, with the skills and insights into how to be a more effective leader of people and teams. To embed a clearer sense of their own leadership style as well as a greater confidence to lead, inspire, and know when to 'Let go'.

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9. Negotiation Skills. Beyond 'win win'

What is it? We spend all our time caught up in negotiations, some of which are vitally important. Manage these well and you and the business will be better off.

This course is for those who manage critical negotiations on behalf of their business; a new agency contract, a media or production price – through to non financial negotiations such as strategy and creative ideas.

Who is it for? Account Handlers and those who have to undertake negotiations on behalf of their agency.

Objectives: To instil an understanding and confidence in the key skills of successful negotiation. At the end of the course delegates will be able to negotiate better agreements so that both parties end up in a better position than they had both anticipated.

10. You don't have to be 'A Creative' to be creative. Techniques for creative thinking

What is it? There is often a department called The Creative Department. But today all agency departments and indeed all organisations have to think creatively



This course is designed to help people understand and use simple, tried and tested techniques to think about challenging issues in a more creative way

Who is it for? It is particularly helpful for Account Handlers, Strategic Planners and Project Managers and indeed anyone who is constantly challenged to come up with new and innovative approaches to all manner of issues

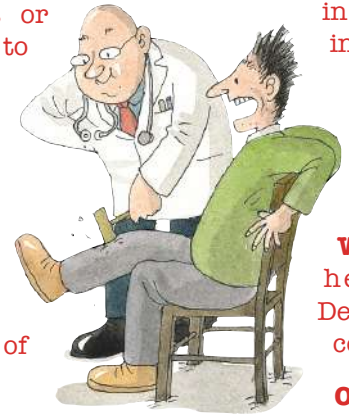
Objectives: By the end of the session we want delegates to have confidence in using a library of handy techniques to stimulate their creative thinking and the thinking of their teams

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11. How to facilitate brilliant workshops

What is it? We have all taken part in wonderful and inspiring workshops and also workshops that are frustrating and inconclusive. The success or failure of a workshop can often come down to the skills of the Facilitator.

But rarely does anybody provide any real guidance on how to facilitate a great and effective workshop.



Who is it for? This course is particularly helpful for Account Handlers and Planners who are keen to facilitate a workshop but are nervous by the idea of doing this in front of colleagues and clients.

Objectives: By the end of the session we want delegates to have a tool box of models and templates to help them make the workshops they facilitate more engaging, inspiring and results driven. To get the best work and best value from both internal and external workshops.

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12. Inspiring great work & better value from your agency

What is it? Clients and Agencies who have either just started working together or a new team is put in place often come to loggerheads after the initial honeymoon period.

This course is an exploration in to what makes agencies consistently produce their best work and deliver greater results.

Who is it for? This course is particularly helpful for those in the Marketing Department who have regular day to day contact with their agencies..

Objectives: To instil in delegates the skills to be able to create clear alignment between themselves and their agencies. By the end of the session we want delegates to feel confident in expressing their points of view and be able to deliver feedback in a more constructive and positive way in order to get the best work and best value from their agency relationships.

13. Train the Trainer

What is it? Not everyone is brilliant at everything. But often the greatest expertise on a range of specialist areas reside within the organisation. The challenge is often to encourage those individuals to unlock their treasure trove of knowledge, anecdotes and war stories for the benefit of the wider team. This course is designed to encourage those individuals to do just that.

Who is it for? This course is for those people in the organisation who are great at some aspects of the business and are keen to run a training course to share their knowledge and enthusiasm but are daunted by the idea of running a formal or informal training course.

Objectives: To give delegates the skills, and primarily confidence to create and deliver a great training course for their colleagues, or clients. To be able to turn their unique knowledge and passion into a great learning experience.

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



campaign

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

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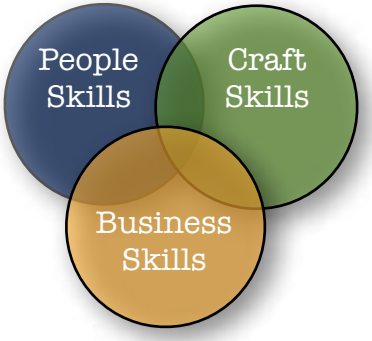
Bespoke Learning and Development plans and a gateway to over 40 specialist trainers



Our simple model

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

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





Tap into our 'black book' of tried and tested specialist trainers

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

This gives The Burns Unit tlc an unrivalled network of expert trainers, facilitators and coaches to tap into.

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Why choose The Burns Unit tlc?



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.

The Burns Unit tlc is...

A specialist training business that grew out of the communication industry

Commercially focused on training plans and workshops that work

Results-driven not Academic or Theory driven

A believer in ruthless pragmatism and simplicity over complexity

Passionate in the power of people over process

Relentless in making courses fun and engaging and never dull and threatening

"What we learn to do we learn by doing"

Aristotle

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What clients and delegates say about our courses

If you had to describe this workshop to your colleagues what three words would you use?

"Must go, insightful, eye opening"
"Insightful, useful, fun"
"Important, refresher, amazing"
"Interesting, insightful, refreshing"
"Good learning, interesting, fantastic"
"Must do, must have"
"Insightful, relevant and positive"
"Inspiring, valuable and applicable"

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



"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"

"Paul, I'd also like to thank you very much for today. I have to say, I was amazed by people's engagement."

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



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Get in touch and see how we measure up

Call Paul Burns on:

+44 (0)777 1940 332

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

Or visit www.theburnsunit.co.uk



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The Burns Unit tlc
18 Sherington Avenue, Pinner, HA5 4DT.

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