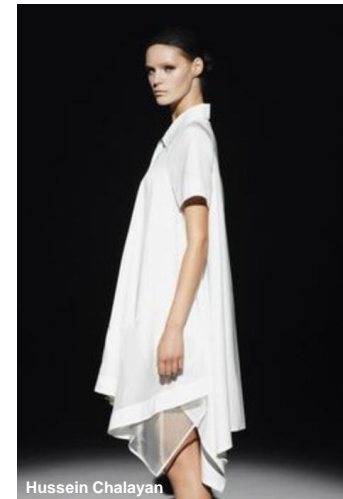
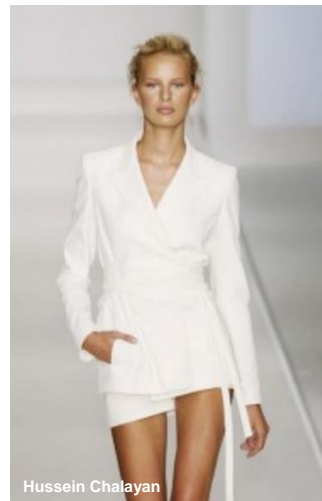


Creativity in Business

How to Be Successful

Sally Tomkins



Sally Tomkins



- ❑ Trained as designer/pattern cutter in the UK
- ❑ Worked in the fashion industry for 30 years, 14 years in the US
- ❑ Has global experience
- ❑ Specializes in Innovation, Research, Design, PD, Merchandising & Process Management
- ❑ Is a creative & critical thinker for business-centric fashion
- ❑ Focuses on organizational structures & team development
- ❑ Develops, mentors & coaches creative talent



Career Overview

- ❑ Focused on ladies tailoring at college
- ❑ First job - private company design & commercial roles
- ❑ Moved to large public company - Courtaulds Textiles
- ❑ Promoted to GM of research & innovation division to support the company
- ❑ Worked with all European & US apparel divisions when Sara Lee purchased Courtaulds
- ❑ Moved to US with Sara Lee
 - ❑ Consolidated 9 divisions into 1 - Research, Design, PD & Merchandising to support the global apparel corporation
- ❑ Worked on Hanesbrands spin-off in 2007
- ❑ Moved to Jockey who believed innovation was the way to succeed



Course Objectives



- Develop young managers & creative talent in business
- Provide a clear perspective on how their role fits into the business world
- Understand the changing environment of the apparel industry
- Instruct how to integrate themselves into the business effectively & deliver results
- Develop a commercial perspective & understanding of the implications of their decisions
- Understand the *full* process of getting a product to the customer
- Discuss the importance of team work
- Teach change management
- Cover profit, margins, performance & roles



What This Course Offers

How to add value to the business

- ❑ Insights into the workings of the business environment
- ❑ Tools to become a powerful contributor to company success
- ❑ A clear picture of what would be expected of them
- ❑ Insights into the fashion industry & the value of team work
- ❑ An understanding of how the **whole** process works
- ❑ Guidance on how to navigate & improve the process
- ❑ Tools to support emotional resilience & confidence in their role
- ❑ 7 flexible modules to cover specific business needs



What This Course Does

Opportunities to excel in their job

- Provides an in-depth understanding of the business side of fashion
- Develops tools to capitalize on their skills & talents.
- Works on self-confidence to enable managers & creative talent to harness their skills
- Discusses the value of working as a team
- Teaches communication skills
- Discusses the role they play to supports the goals/objectives of the company



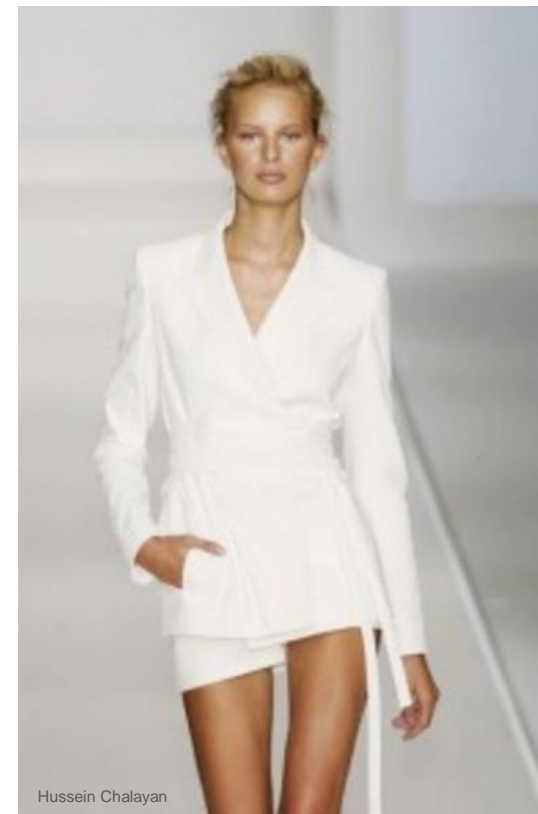
The Value Of The Course

Individual value

- Understand what is expected of them
- Understand their role & how they fit into the organization
- Learn how to become an asset to the team & the company
- Learn how their role impacts other departments
- Learn how to develop tools for success
- Discover how to utilize their skills & talents effectively

Business value

- Focused and motivated team players
- Managers who take responsibility for their work & become active members of the company
- Managers who are effective contributors
- Employees who understand the importance of team work & good communication skills
- Managers who take initiative & deliver results



Course Modules

- Business
- Innovation
- Support Data
- Creativity & Product Design
- Technical Design
- Process & Timeline Management
- Mentoring & Coaching



Business



Module 1

- How to navigate the work environment & culture
- Team work, project management, branding, job description, organizational structures
- How to grow in the company, while delivering results
- An overview of job expectations
- How to make an impact
- Practical tips to ensure personal success
- Personal development



Innovation

Module 2

- What innovation means in the fashion industry
- Product innovation
- Fabric, trims, packaging, marketing, environment innovation
- How to apply innovation & talk about it
- Innovation in the supply chain
- The changing face of retail & online
- Innovation pipeline
- Protecting innovation with patents & trade marks



Support Data

Module 3

- The Importance of support data
- White space in the market
- How to read & interpret customer & consumer data
- How to do market research & its potential pit falls
- How to research design intelligence
- Predicting trends
- Traditional & non traditional ways to develop trends



Creativity & Product Design

Module 4

- The role of creativity in business
- Creating a thriving work environment
- How to develop products that deliver results
- Product decisions - positive & negative effects on business
- Profitability
- Brand image
- Unique propositions



Technical Design

Module 5

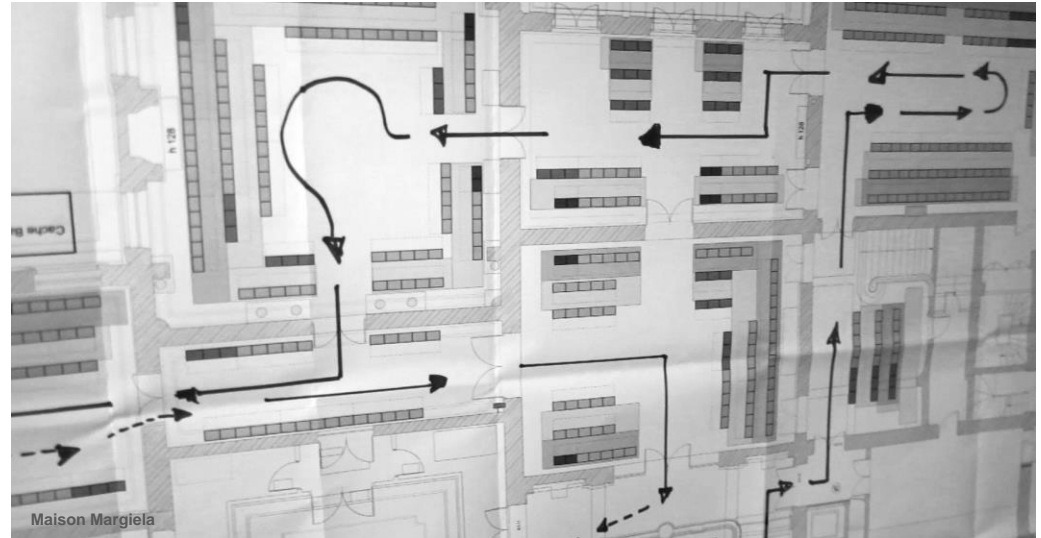
- Setting & controlling standards
- Tools to secure the quality & integrity of products
- Sealing samples
- The importance of 'fit' for a brand
- Controlling costs
- Anticipating problems & providing solutions
- Managing potential pit falls



Process & Timeline Management

Module 6

- The timeline process
- Building a process plan
- Understanding timings of projects
- Defining the roles & each stage of the process
- Managing the process
- Sealing samples
- Working as a team
- The importance of communication
- Speed to market



Mentoring & Coaching

Module 7

- Survival tools in business
- Knowing & understanding your specific skills & talents
- How to differentiate yourself
- Mentor relationships
- Working in a team
- Internal & external support systems
- Career development



Photo Sources



- Thom Browne Clothing** - Source: <https://www.thombrowne.com/>
- Hussein Chalayan** - Source: <https://store.chalayan.com/>
- John Galliano at Dior** - Source: <https://theredlist.com/wiki-2-23-1185-1200-view-post-modern-profile-dior-by-john-galliano-2.html>
- John Galliano for Maison Margiela** — Source: john galliano for maison martin margiela
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