

Workshop – David Slocum

13th April

Topic - Better Creative Collaboration: Rolling up our Sleeves (Together) and Getting Beyond the Hype

This workshop will help individual creatives to move beyond conventional or romanticized approaches promising productive creative teamwork. Instead, participants will learn how to align and integrate their own behaviors and interactions with others to produce more consistently excellent collaborative work. Too often, as you know, the talent of junior creatives is lost to miscommunications and misalignments with collaborators and other team members. While agencies and other creative businesses, often have their own processes and models for integrating this young talent, the proposed workshop helps the individual creatives to recognize better how to participate in and contribute to various forms of creative collaborations.



David Slocum



**Academic Director & Program Adviser
RARE GLOBAL – Diversity Initiatives
by Google**

**Visiting Professor & Member,
Academic Advisory Board
Berlin School of Creative Leadership**

- ▶ David Slocum, Ph.D., is Academic Director and Program Adviser at RARE GLOBAL, Diversity Initiatives by Google, where he provides thought leadership and academic support to diverse talent in the creative, design, media, and technology industries.
- ▶ His priorities are to enable and give voice to young and mid-career diverse creative talent through inspiration, skill development, and related learning; and to establish and sustain networks of encouragement and material assistance; and educate industry, and notably senior leaders and other organizational decision-makers, about the business case for diversity and inclusion.
- ▶ David is also a Visiting Professor and Member of the Academic Advisory Board at the Berlin School of Creative Leadership (Steinbeis University, Germany), where he previously served as Faculty Director. David has nearly twenty years of global experience designing and facilitating training programs, and is a certified executive coach, with a focus on leadership, diversity and inclusion, business creativity, and learning and development.

