5 Ways to Improve
Creative Leadership

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1. Build Team Trust.

Creating an open, honest forum with your creative team is the best way to gain trust and inspire their confidence. This way they're more willing to share ideas without fear of critique. Most importantly, when you have an idea, share it and stick to it. Don't propose a strategy or company process and expect them to follow through on it when you, yourself, do not. Make a plan and take the lead. Your team will follow!

2. Be Accountable for Your Actions.

Nobody is perfect and even creative leaders make mistakes. When this happens, admit your faults and work with your team to strategize the best solution forward. When you hold yourself accountable, you instill this same attribute in your team members. When they make mistakes or don't hit the mark, they'll own up to it, too.

3. Show Courage during Complex Situations.

The world is changing. Don't be afraid to have a little courage and try new strategies, tools, or take a few risks. If you work with subject matter experts on your team, be sure to ask for their perspectives or opinions. There's a reason you hired them, right? They're there to support you and help you make the best decisions possible in terms of your industry, its best practices, and your clients. Don't be afraid to ask for advice!

4. Be Innovative and Strategic with Your Ideas.

Stay hungry and keep updated on the latest news in your industry. Support your ideas with research and first-hand experiences. Want to try a new approach to graphic design, web development, or content marketing? Set up a creative project for your team to complete using a fictional brand. This will allow everyone to take some risks and enjoy some reward, all while gaining new experiences.

5. Establish Core Values and a Company Culture.

As a creative leader, it's important to have a set of core values that define who you are, who you serve, and what you do differently. Having these principles established will help everyone in your company understand the brand mission and vision. And the more your team sees you living the company's core values the more they will follow suit.