



LEAD Conference 2024

Leading Creatives



- 2024 -
ANNUAL COUNCIL

7 Keys to Leading Creatives

- Instill Purpose and Value
- Provide Clarity and Vision
- Manage Chaos with Structure
- Value Ideas More than Rank

7 Keys to Leading Creatives

- Challenge and Build Trust
- Mentor and Inspire Them
to Use Their Gifts
- Pray for Each Individual Daily



3 Core Leadership Principles

Mastery
Autonomy
Purpose