

## Creative Power Hour

### Defining ALBC, SMEs, Capabilities, and Establishing Creative Acceleration

In this premiere episode, we introduce ALBC—not as a traditional creative agency or marketing firm, but as something entirely different: a creative accelerator. We break down what that means, why it matters, and how we're bringing together strategy, creativity, and problem-solving to drive meaningful change. This episode lays the foundation for our journey, exploring the role of creativity in tackling real-world challenges and helping mission-driven organizations do better. Join us as we kick off the story of ALBC and the impact we aim to make.



#### INSTRUCTIONS

Goal → Encourage listeners to experience a burst of creativity.

This week, set aside one uninterrupted hour to immerse yourself in a creative activity related to your business. The goal is to break out of daily routines and explore fresh, innovative ideas. Consider one of the following approaches:

**Sketching Ideas:** Visually map out concepts for your business, branding, or upcoming projects.

**Brainstorming with Your Team:** Host an open-ended idea session to generate fresh perspectives.

**Reimagining Your Brand's Voice:** Write a new mission statement, tagline, or brand manifesto.

**Exploring Unconventional Solutions:** Challenge yourself to rethink a current problem with a new perspective.

#### ACTION STEPS

1

##### Document Your Ideas

At the end of the hour, write down all the ideas that emerged.

No idea is too small or too big—capture everything that comes up.

2

##### Select One Idea to Develop Further

Review your notes and identify one concept that excites you the most.

Consider how this idea could be integrated into your business strategy.

3

##### Plan Your Next Step

Outline one action you can take in the next week to bring this idea to life.

Set a deadline to revisit and refine your concept.

**We'd love to see what you create!** Share your insights, sketches, or brainstorming breakthroughs on social media. Use the hashtag **#CreativeAcceleration** and tag **@alittlebetterco** to join the conversation and inspire others on their creative journey.

SHARE YOUR WORK

#### REFLECTION

After completing your Creative Power Hour, take a moment to reflect:

What surprised you about this exercise?

Did you discover a new perspective or approach?

How can creativity continue to play a role in your business growth?

By dedicating time to creative exploration, you'll strengthen your ability to innovate and drive meaningful change. Keep this worksheet as a reminder of the ideas generated and revisit them as you continue your creative acceleration journey!

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