

Leading Creatives Well

Leading a creative team is different than simply managing tasks. While deadlines, quality, and organization are important, people are always more valuable than projects. Creative people are often deeply invested in what they produce, so a healthy culture is built on trust, encouragement, clear communication, and shared vision.

One of the greatest responsibilities of a creative leader is to continually remind the team *why* they create. In church media, we aren't simply making graphics, editing videos, or creating advertising plans. We are telling stories, communicating truth, and helping create spaces where people can encounter Jesus.

Principles We Lead By

- **Vision before tasks.** People are inspired by purpose more than assignments.
- **Clarity creates confidence.** Clearly communicate expectations, deadlines, and responsibilities so creatives can focus on creating instead of guessing.
- **Give ownership, not just instructions.** Whenever possible, allow team members to solve problems and contribute ideas instead of simply executing directions.
- **Celebrate wins often.** Most creative work happens behind the scenes and is rarely noticed. Take time to recognize both excellence, faithfulness, and ALL wins - big or small!
- **Protect healthy rhythms.** Creativity suffers when people are constantly rushed or overworked. Build realistic timelines for your teams and avoid creating unnecessary emergencies through poor planning. Sometimes you will have to disappoint people who expect something to be done in 30 minutes - the media department simply doesn't work that way.
- **Develop people, not just projects.** Every assignment is an opportunity to help someone grow in both skill and confidence. Don't be afraid to give a more difficult task to team members who are still learning. It will help them learn more, give them the opportunity to fine tune their skills, and you as their leader an opportunity to teach.

At the end of the day, our goal isn't simply to complete projects. It's to build creative leaders who love serving the local church and have a heart for Jesus to be lifted high through every project!