

**We help creative people
get their ideas heard.**

**COMMUNICATION
LEADERSHIP**
Ideas and stories that matter

SKILLS
WORK
BOOK



**TWO
COMMON
CREATIVES**



Communication leadership

is the act of identifying a powerful idea that creates a vision for a better future, and expressing it through personal stories and vivid illustration.

Do you feel that the world isn't taking enough notice of your thinking?

Whether you're a business person, student, academic or simply someone who wants to shout from the rooftops, the **Two Common Creatives** will guide you through the steps to turn your raw thoughts into communication leadership.



COMMUNICATION LEADERSHIP

IDEAS & STORIES THAT MATTER

Ideas & Stories that Matter is a communication leadership program delivered as a workshop, presented by the Two Common Creatives - Paul Fairweather & Chris Meredith.

An interactive and creative process that challenges people in business to define their leadership goal and then guides them in how to communicate it to those around them.

Despite the serious sounding goals, nothing is too heavy. Anecdotes, energisers, roleplay exercises and the spark between Chris and Paul keep the vibe fun and the participants engaged.

Participants walk away with:

- an “idea” that defines what they bring to their leadership role;
- a toolkit for communicating that idea through stories, models, metaphors and illustrations;
- a personal takeaway in the form of a dummy book cover which showcases each attendee's leadership story;
- A5 course booklet and note book; and
- the confidence to lead and communicate with passion!

Speak to us about half day workshops, keynotes and conferences.

Here's a sneak peak of our workshop:

<https://vimeo.com/713881727>





Meet your trainers

Paul Fairweather

Paul is a speaker, writer and artist. Award-winning architect and 2001 finalist in the Archibald Prize, today Paul applies his expert knowledge to teaching programs and coaching in creative thinking, idea generation, presentation skills and problem solving.

Chris Meredith

Chris is a speaker, writer, facilitator and teacher. He consults in innovation and works with clients to develop new product/service ideas. His key clients include big brands such as ANZ Bank, L'Oreal, Nestle, GSK, UTS, PZ Cussons, and Arnotts.

What clients have to say

A woman with blonde hair is smiling and looking towards the left. She is wearing a white top with a colorful pattern. In the foreground, the back of a woman's head with blonde hair in a bun is visible, wearing a red top. The background is slightly blurred, showing other people and what appears to be a workshop or meeting setting.

“Proving ideas matter, and stories matter, but they matter more when merged.”
— **Peter Dawson, Architectus**

“Great program; thought provoking.”
— **Siobhan Whitehead, Passport360**

“The workshop made me rethink the way I tackle creativity. It was definitely a worthwhile experience.”
— **Simone Sakzewski, Merlo Coffee**

“I loved Chris and Paul’s energy! Very engaging and lots of takeaways.”
— **Marnie Wood, Wolter Constructing Group**

“A thought provoking and insightful workshop to challenge pre-conditioned thinking and behaviour.”
— **Andrew Crawford, Wolter Constructing Group**

“Paul and Chris did a great job of taking us through the creative journey to think differently and use the power of communication to make a difference.”
— **Deanne Hawkswood, QLD Gov Dept of Transport & Main Roads**



@twocommoncreatives
@everythink
@thechrimeredith



Two Common Creatives
Paul Fairweather
Chris Meredith

The world changes when ideas, stories and illustrations are brought together.

To learn more about Ideas & Stories That Matter visit: twocommoncreatives.com
For business enquiries go to: twocommoncreatives.com/contact