

# SERIES OUTLINE & CREATIVE BRIEF

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**Encourage collaboration among staff to diffuse turf-guarding.**

The more synergy you bring around common goals, the more silos will crumble and morale will climb. People from different departments can work in their "individual zone" while contributing to one shared objective, and when this happens... everyone wins.

Take the time to define *who* is responsible for *what*. Then, *run*.

## Creative team, deliver:

Decision rights for live weekend service

- Series images/graphics/mood boards
- Input rights for marketing/enviro ideas

## Communications team, deliver:

Decision rights for marketing & content

- Series tagline
- Next steps

**SERIES NAME:****SNAPSHOT.**

*In a single sentence, what's the one concept you hope people walk away with an "get" for the first time? What inspired you to do this series?*

**FELT NEED.**

*What newcomer question does this series answer? Are we overpromising? Overspiritualizing?*

**ASSOCIATIONS.**

*What simple language, human, real-life keywords come to mind when you think of this series topic? Don't just think of good associations, list the bad ones too.*

**ILLUMINATIONS.**

*What scriptures can we use?*

**INSPIRATION.**

*Are there any creative elements you are dreaming of for this series? Have you seen or heard anything we feel would be a good reference point? Any images that relate to the series?*

**LIFE NEXT STEP.**

*What is one real-life, tangible next step we hope people take because of this series? What is the baby step a newcomer will take? In plain language. Not related to a church event or program.*

**LIKE ME.**

*What stories could we tell?*

**ALL CHURCH NEXT STEPS.**

*Related events, groups, and resources.*



**If you are looking for ideas for how to use tools like this to foster collaboration between interdependent teams, we're here to help.**

Our team sets aside free blocks of 30 minute calls each week to listen and share some next step ideas “on the house.”

[Schedule a Call](#)