

THE UNFAIR PLAYBOOK

Winning Streaks Have to Start Somewhere. Start Yours Here.

WHAT THIS IS

Most teams treat winning like weather — something that happens to them. It's not. The agencies at the top of every pitch list know exactly how to build it.

They're not luckier than you. They just know something you don't yet. The Unfair Playbook hands you that knowledge in 90 minutes.

WHO IT'S FOR

- Creative teams stuck in a streak of close-but-no-cigar.
- Leaders who want to build momentum on purpose, not wait for it to show up.
- Agencies tired of watching less talented teams win more.

WHAT HAPPENS IN THE ROOM

A playbook for making your own luck.

THE WIN THEORY

Why small wins compound into big ones, and how to engineer that effect.

THE STEAL

Strip great work down to the trick it's actually pulling, then run it on your worst brief.

RACK 'EM UP

Identify the smallest shot that lines up everything after it.

GO

The Daily Curveball + Score the Concept: two tools to keep momentum going.

GUIDED DISCUSSION & REFLECTION

WHAT PEOPLE LEAVE WITH

- A repeatable method for reverse-engineering great work and running it on your worst brief.
- Two AI-powered tools that keep the momentum going long after the session ends.
- A clear line of sight from your next small win to the big one you actually want.
- Practical tools that can be implemented immediately.