

WELCOME TO THE JURY ROOM

HOW TO HONE & HARNESS YOUR TASTE

We give creatives a seat in a simulated awards jury room — viewing, debating, and ultimately awarding real work in real time. Spotting the difference between good and great is the mark of a true creative leader. This session builds the muscle.

WHO IT'S FOR

- Employees at creative-focused companies who want to get sharper at spotting greatness.
- Creative leaders who understand taste and judgment are core functions of their jobs.
- Anyone in an outcomes-driven environment who wants the quality of their work to climb.

WHAT HAPPENS IN THE ROOM

- The Silent Vote — instinct vs. influence.
- The Jury Face-Off — a collective decision on gold, silver, and bronze.
- The SIMO Scorecard — how to effectively and consistently judge work.
- Guided discussion and reflection.

WHAT PEOPLE LEAVE WITH

- A greater ability to decipher good vs. great work.
- An understanding of the jury experience.
- The SIMCO Scorecard — a five-lens framework for evaluating creative work.
- The Vault — our bank of gold-winning case studies for ongoing inspiration.

IN SHORT **THE ABILITY TO LEVEL UP THE WORK OF EVERYONE AROUND THEM.**

75-90 MINUTE SESSION OR HALF-DAY
WORKSHOP. IN-PERSON OR REMOTE. UP TO ~25
PEOPLE.

SINGLE TALK · 90 MIN · \$4,500 · HALF-
DAY · 3-4 HRS · \$8,000 · FULL-DAY ·
6-7 HRS · \$12,000