



**“Dream Believe Achieve”  
A Creative Approach To  
Lead, Inspire & Grow Your Team to Greatness**

by multi award winning entrepreneur & founder of  
the UK’s leading children creative activity company

**Sarah Cressall**





**Imagine...**

**A World Without Creativity**





**In the past 10 years what innovations  
have happened that have effected how  
we live?**



# Ideas





**Today I want to take you on a journey  
from how a single idea can change what  
you**

**Dream  
Believe  
Achieve**





**Lead  
Inspire  
Grow**

**Your Team to  
Greatness**

**IF YOU CAN  
IMAGINE IT,  
YOU CAN  
ACHIEVE IT;  
IF YOU CAN  
DREAM IT,  
YOU CAN  
BECOME IT.**

WILLIAM ARTHUR WARD

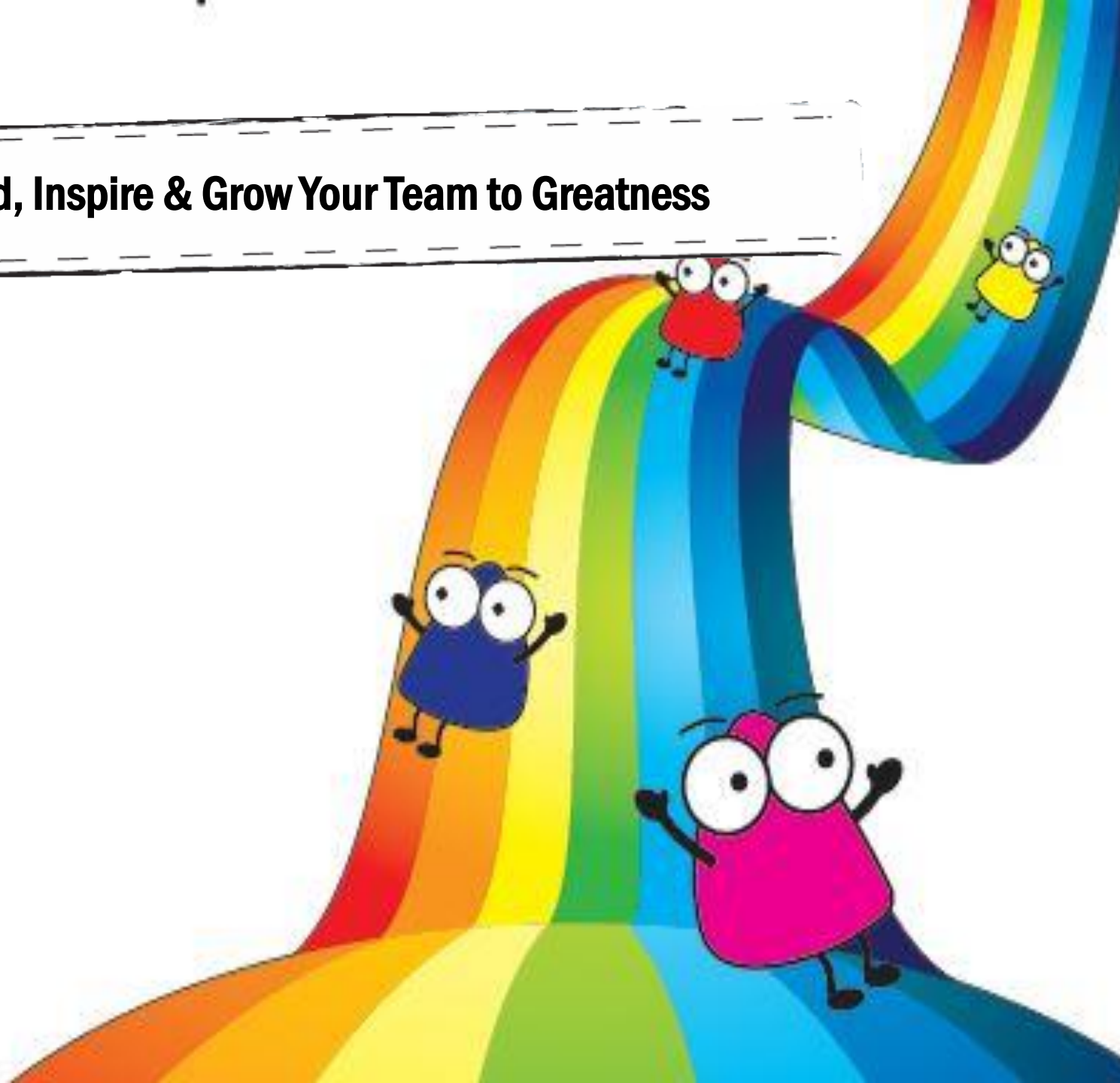




# **Lead, Inspire & Grow Your Team to Greatness**

## **Secret #1**

### **The Goals**





Choice



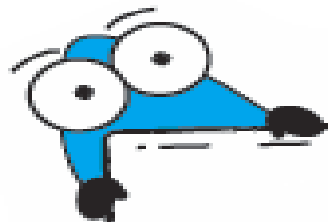




## That's why started The Creation Station

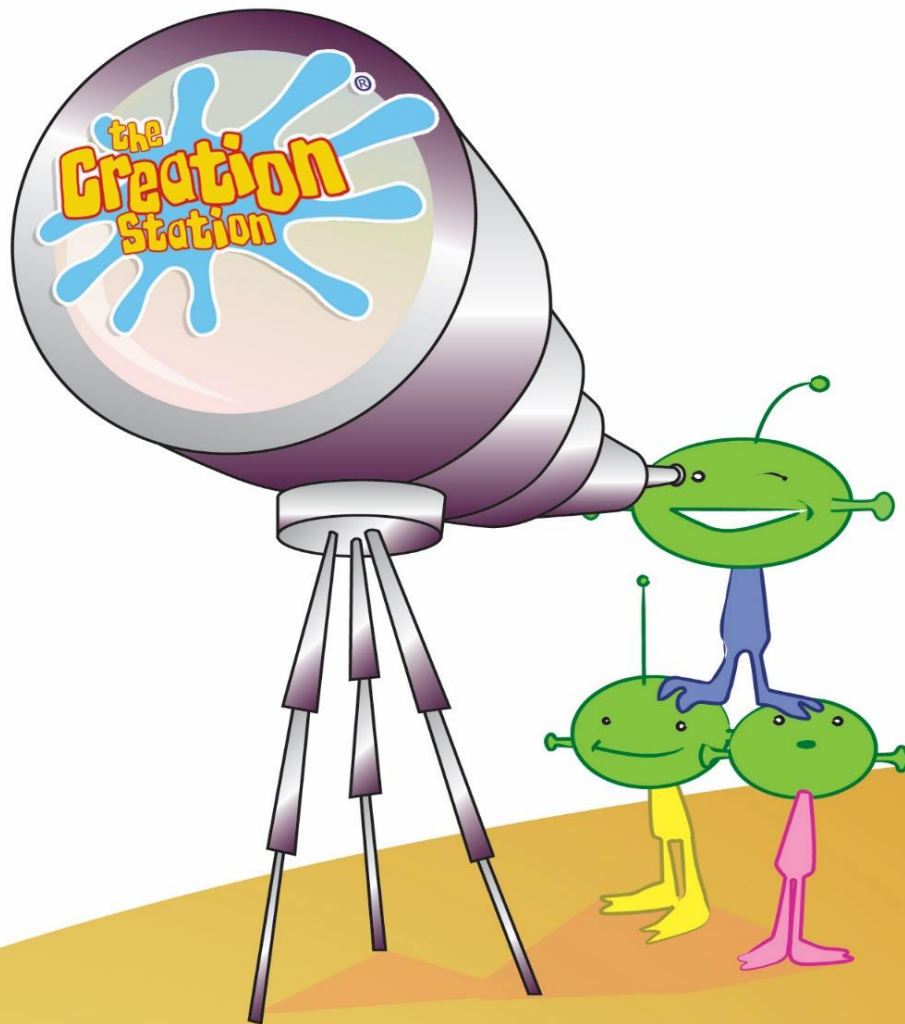
- 250,000 children inspired
- 97 Franchise owners
- 13,000 art & Crafts products
- Rated 5 stars on Trust pilot
- Rated 5 star by our franchise owners
- Winner of;  
Creative Play Awards, Entrepreneur of the Year,  
Best Woman Franchisor, Best Franchisee Marketing Support,  
Best Interactive Business, Crème de la Crème Award,





# Dream, Believe Achieve

Know what  
you are  
looking for

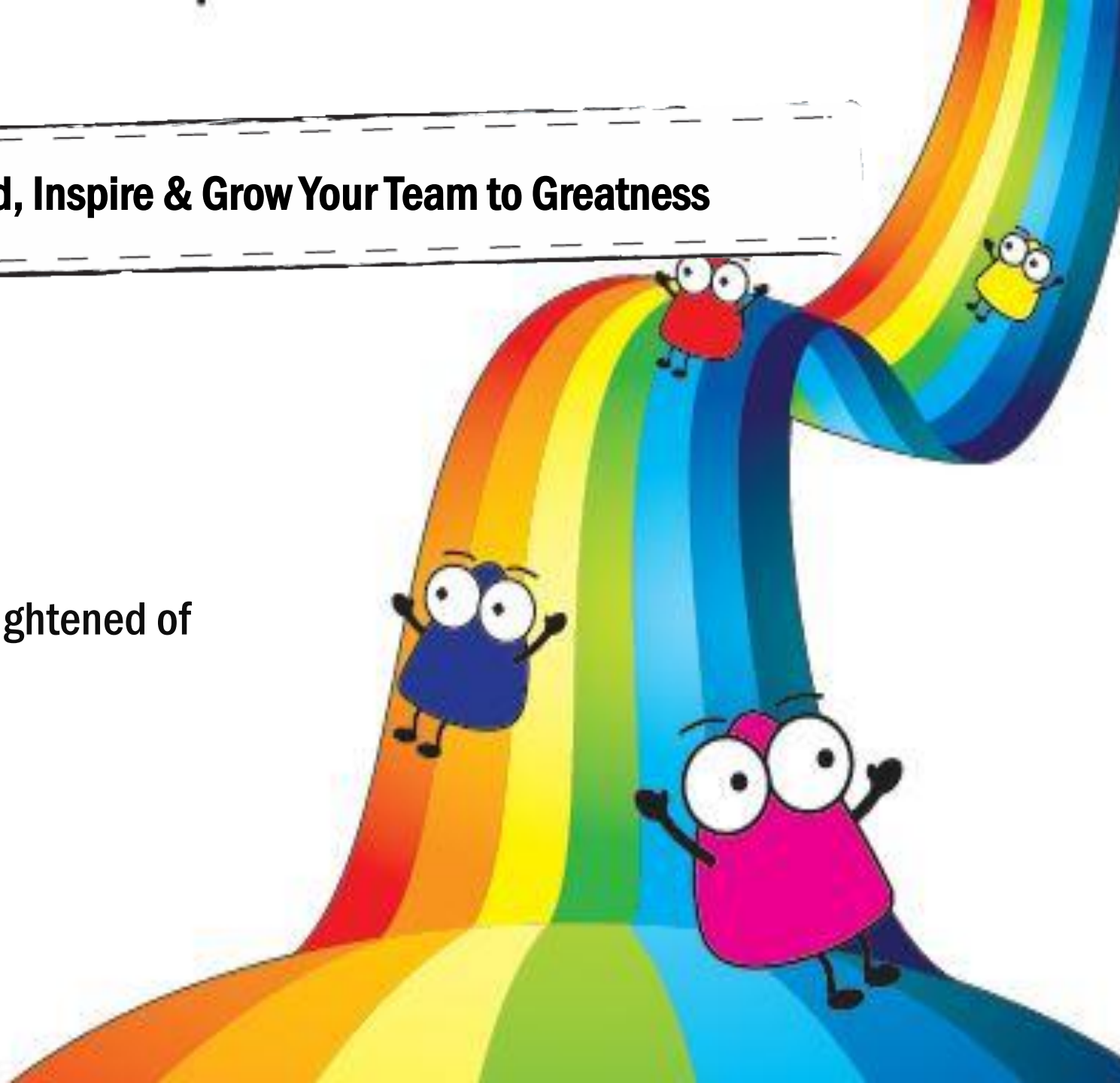




## **Lead, Inspire & Grow Your Team to Greatness**

**Secret #2**

**Don't be frightened of  
failure**





**Walt Disney was fired from the Kansas City Star because his editor felt he "lacked imagination and had no good ideas."**



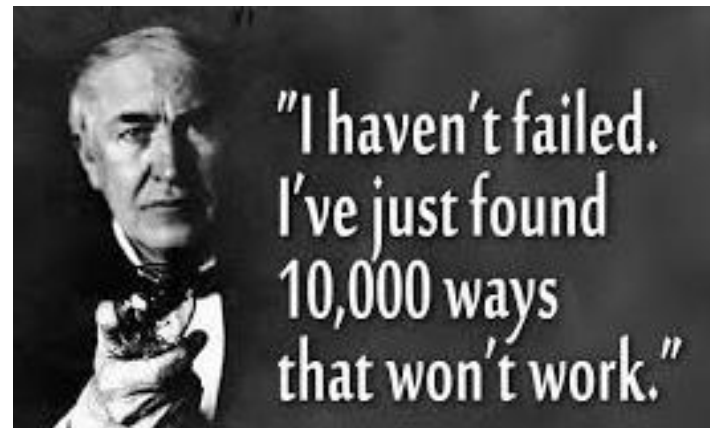


**Steven Spielberg was rejected by the University of Southern California School of Cinematic Arts multiple times**





**Thomas Edison's teachers told him he was "too stupid to learn anything".  
The number of failed lamp experiments where 5,000 - 10,000**





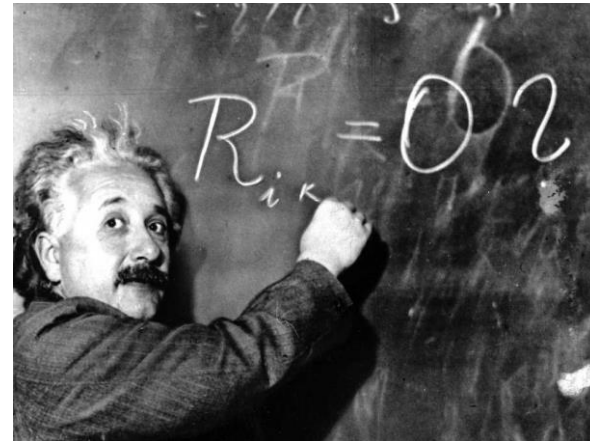


Vincent Van Gogh sold only one painting, "The Red Vineyard," in his life, and the sale was just months before his death.





**As a child, Albert Einstein had some difficulty communicating and learning in a traditional manner.**







# Achieved through doing, failing & overcoming challenges

- In a wheelchair for a couple of years
- 2 main suppliers closing in the same month
- Contract for 10,000 new calendars in Woolworths- freshly printed... a week before they close
- Lost a bit of motivation a few years ago
- Launched separate franchise for out of school clubs - didn't work
- Developed membership site – technical end too clunky
- Needed national marketing with no national budget





# Comfort zone

Where the  
magic happens

← Your  
Comfort  
Zone





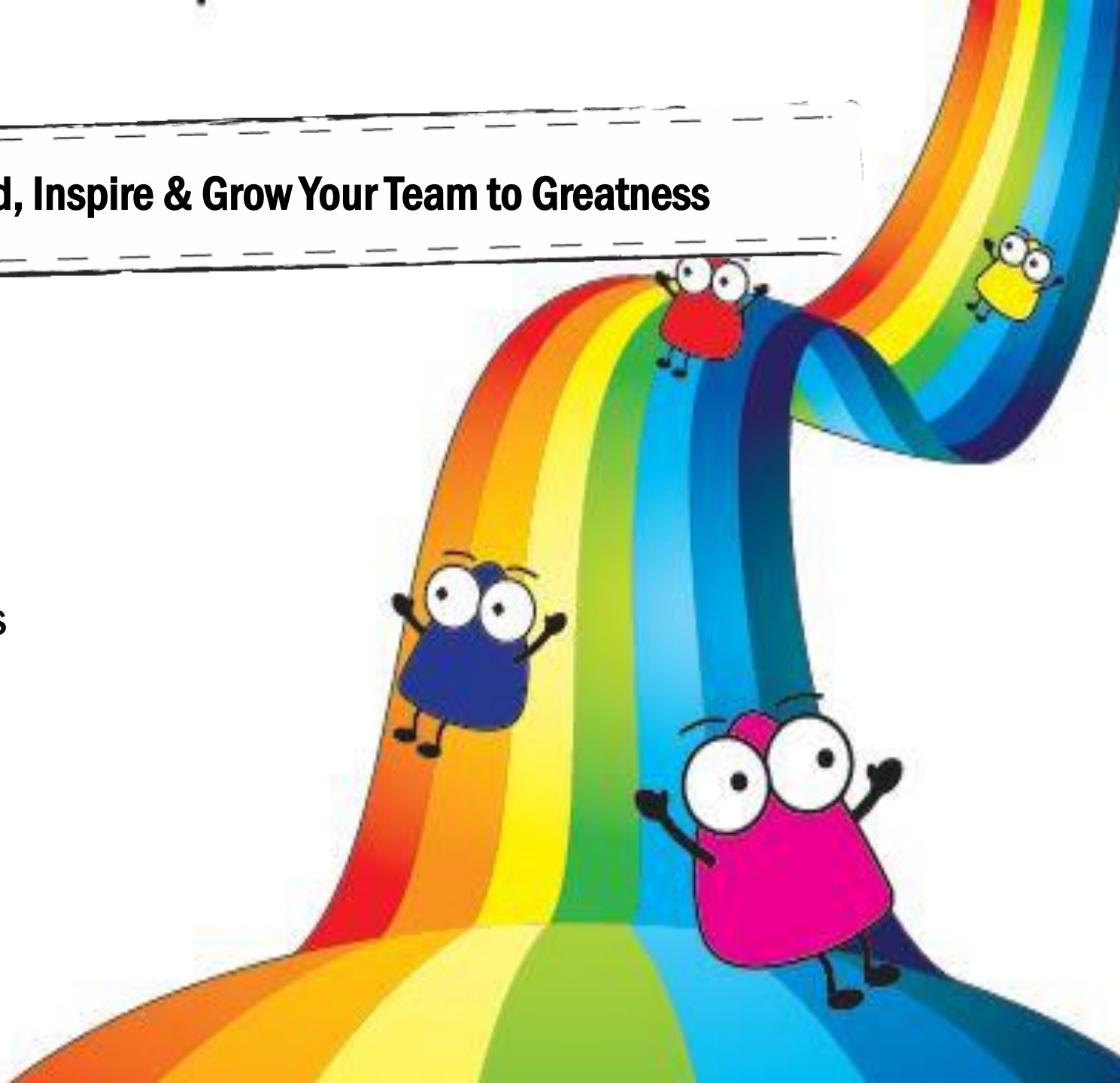
**You can borrow my bravery boots**





**Lead, Inspire & Grow Your Team to Greatness**

**Secret #3**  
**Behaviours**





**Who do you believe is a successful leader?**



## Fortune - Top Greatest Leaders



**1** Jeff Bezos



**2** Angela Merkel



**3** Aung San Suu Kyi



**4** Pope Francis



**5** Tim Cook



**6** John Legend



**7** Christiana Figueres



**8** Paul Ryan



**9** Ruth Bader Ginsburg



**10** Sheikh Hasina



**11** Nick Saban



**12** Huateng "Pony" Ma







**What are their characteristics, behaviours?**

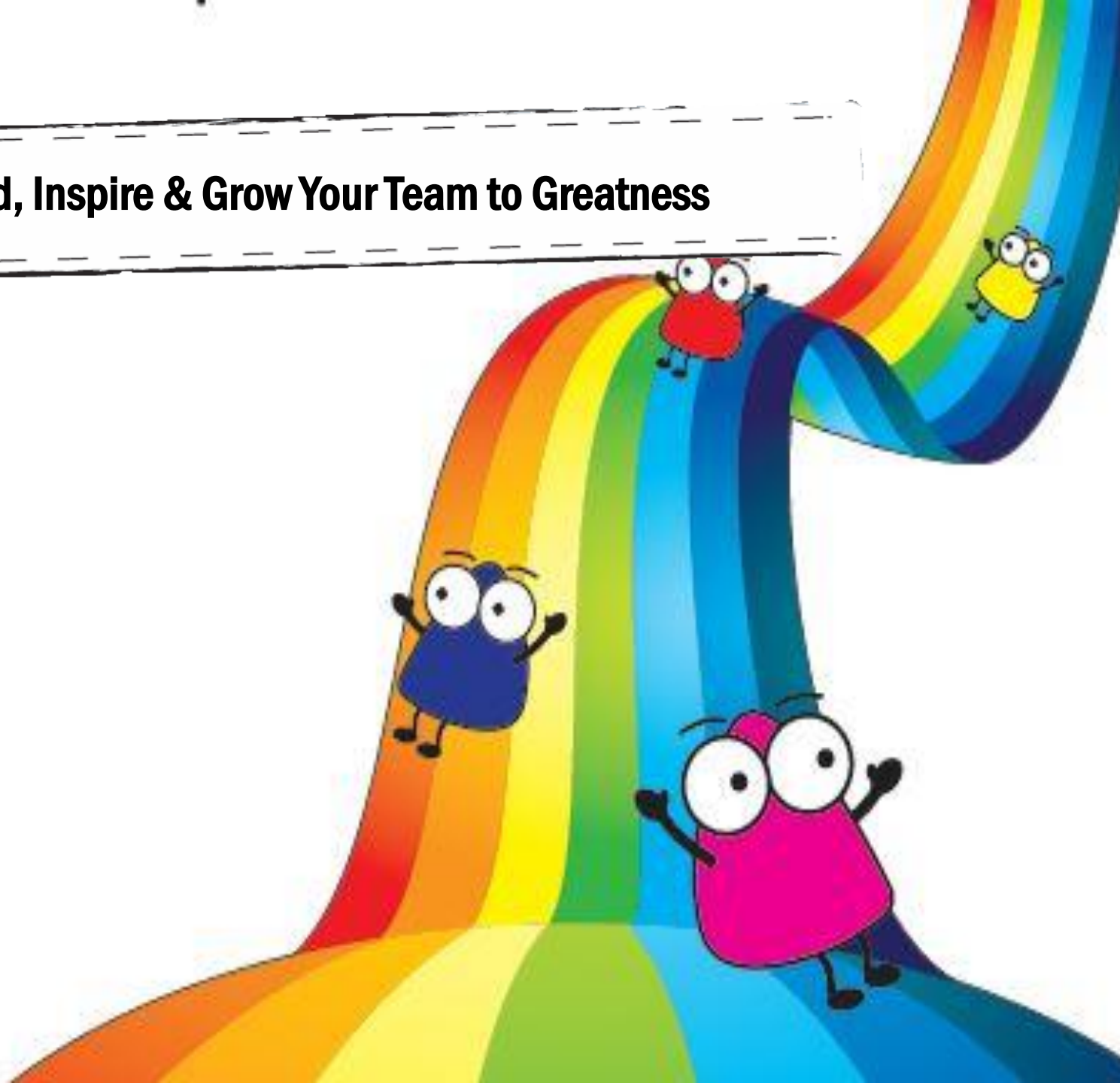


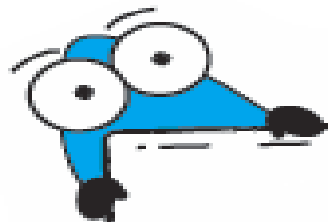




**Lead, Inspire & Grow Your Team to Greatness**

**Secret #4**  
**Values**





## Lead, Inspire & Grow Your Team to Greatness



Proud to inspire the nation's imagination  
with our core values



Have Fun



Ensure Quality



Engage Learning



Inspire Imagination



Nurture Creativity



Give Care





# Lead, Inspire & Grow Your Team to Greatness

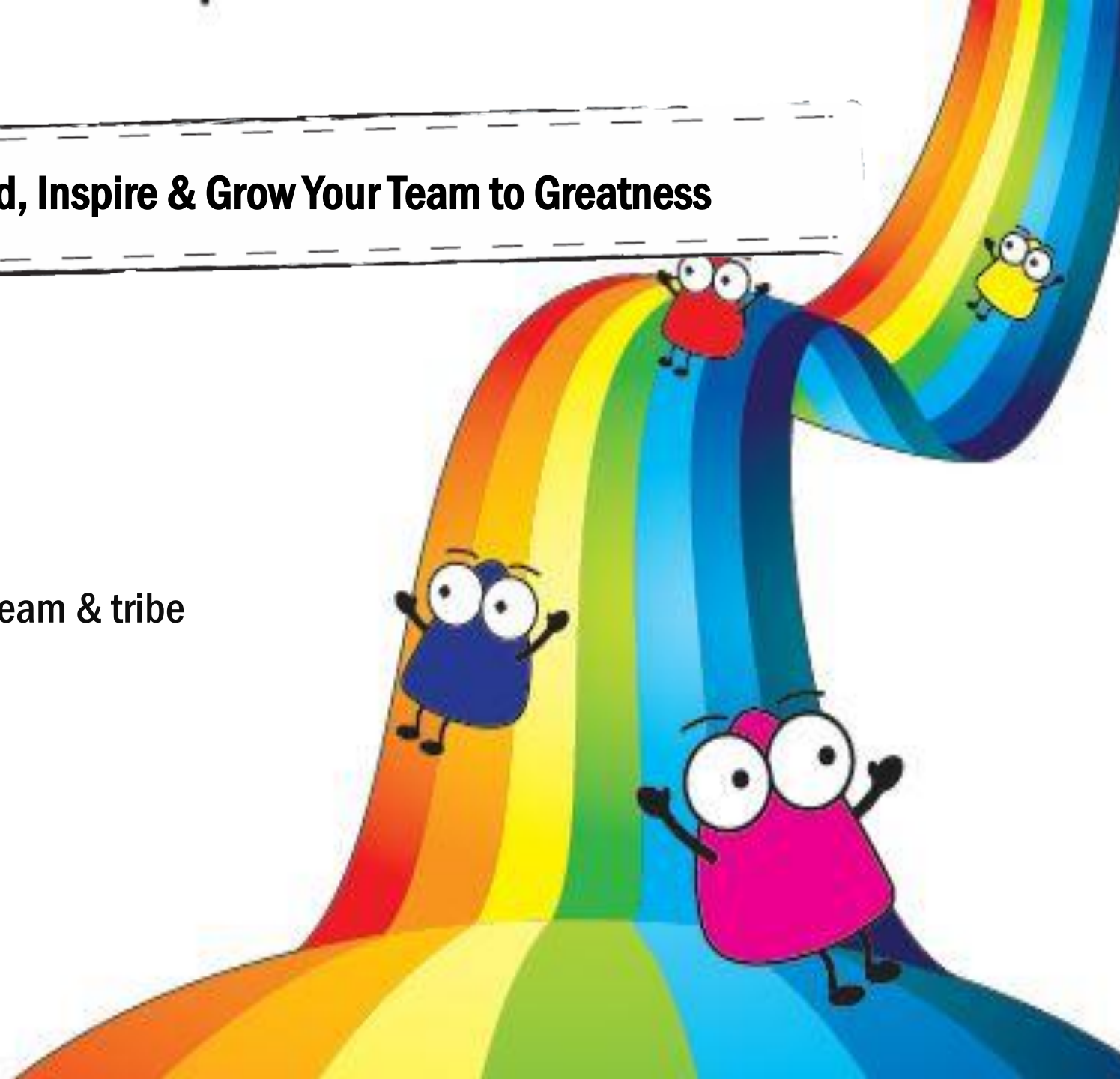




## **Lead, Inspire & Grow Your Team to Greatness**

**Secret #5**

**Build your team & tribe**







**Staff, colleagues, social...**

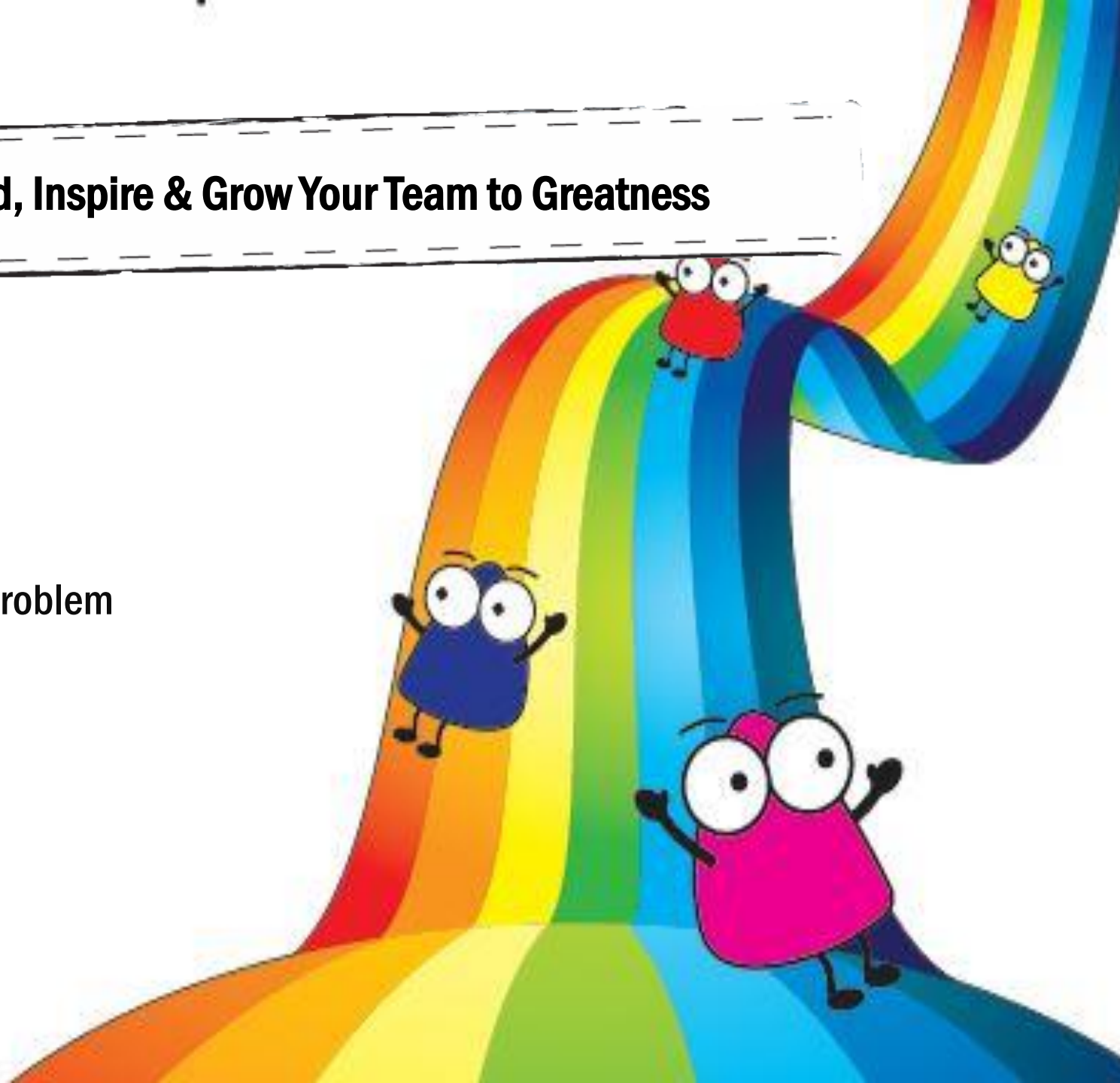




## Lead, Inspire & Grow Your Team to Greatness

Secret #6

Innovate - Problem  
solve





# **Lead, Inspire & Grow Your Team to Greatness**

**Making a difference**

**Striving for 1% improvements**

**It's got to matter to all those involved.**





## Markets change

### Opportunities;

- Listening to customers
- Understand challenges
- New developments
- R & D







Building relationships. Making connections.

Multiple income streams.





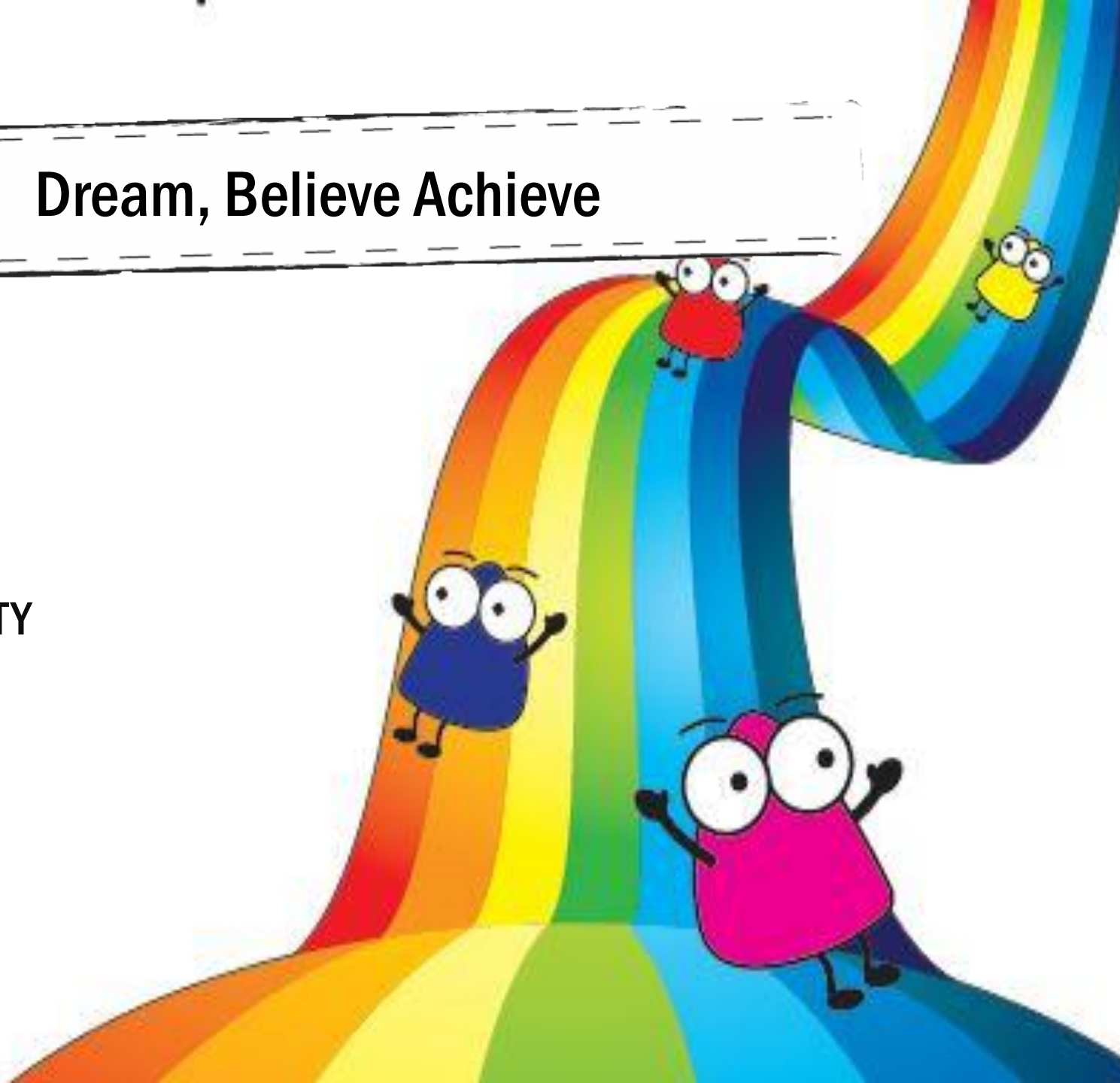
# Lead, Inspire & Grow Your Team to Greatness

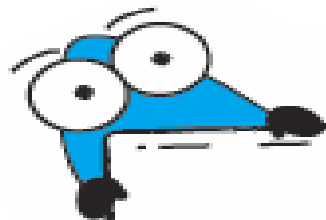




# Dream, Believe Achieve

Secret #7  
CREDIBILITY






# Dream, Believe Achieve

Social proofing – Rated 5 star on Trust pilot

Excellent ★★★★★

Rated 9.8 out of 10 based on 190 reviews.  TRUSTPILOT  
[See some of the reviews here.](#)

|  |  |   |
|--|--|---|
| <p>★★★★★ 2 days ago</p> <p><b>Great party and fab take-home gift!</b></p> <p>We've been to an 'arty party' hosted by Lisa and had a fab time. My little one loved all the painting and party games - and I loved that I didn't have to clear it all</p> <p><a href="#">Read more</a></p> | <p>Sara</p> <p>★★★★★ 3 days ago</p> <p><b>An aspiring artists dream come true!</b></p> <p>The best part was the smiles the mother's got when they came to pick up the children! The activities were great and everything was organised brilliantly! I</p> <p><a href="#">Read more</a></p> | <p><a href="#">Read more</a></p>  |
| <p>Penny</p> <p>★★★★★ 4 days ago</p> <p><b>Creation Station Birthday Party</b></p> <p>My Son had his 5th birthday party with creation station, in the garden on a lovely summers day - and wow what a wonderful</p>  | <p>Joanne</p> <p>★★★★★ 4 days ago</p> <p><b>Creation Station Party</b></p>   | <p>Sarah Stevens</p> <p>★★★★★ 4 days ago</p> <p><b>Fantastic party</b></p> <p>The girls had a fantastic time as did their 16 friends all enjoyed the glitter and jewels canvas's and it was great to be able to take home a personalised treat. Lisa was</p> <p><a href="#">Read more</a></p> |
|  |  | <p>Laura</p> <p>★★★★★ 5 days ago</p>  |





Work In partnership

sky ARTS HD



SONY



YOUR M&S



Sainsbury's



TOYOTA

Petits Filous

WE ARE  
MACMILLAN.  
CANCER SUPPORT



Chilled in a Field  
festival

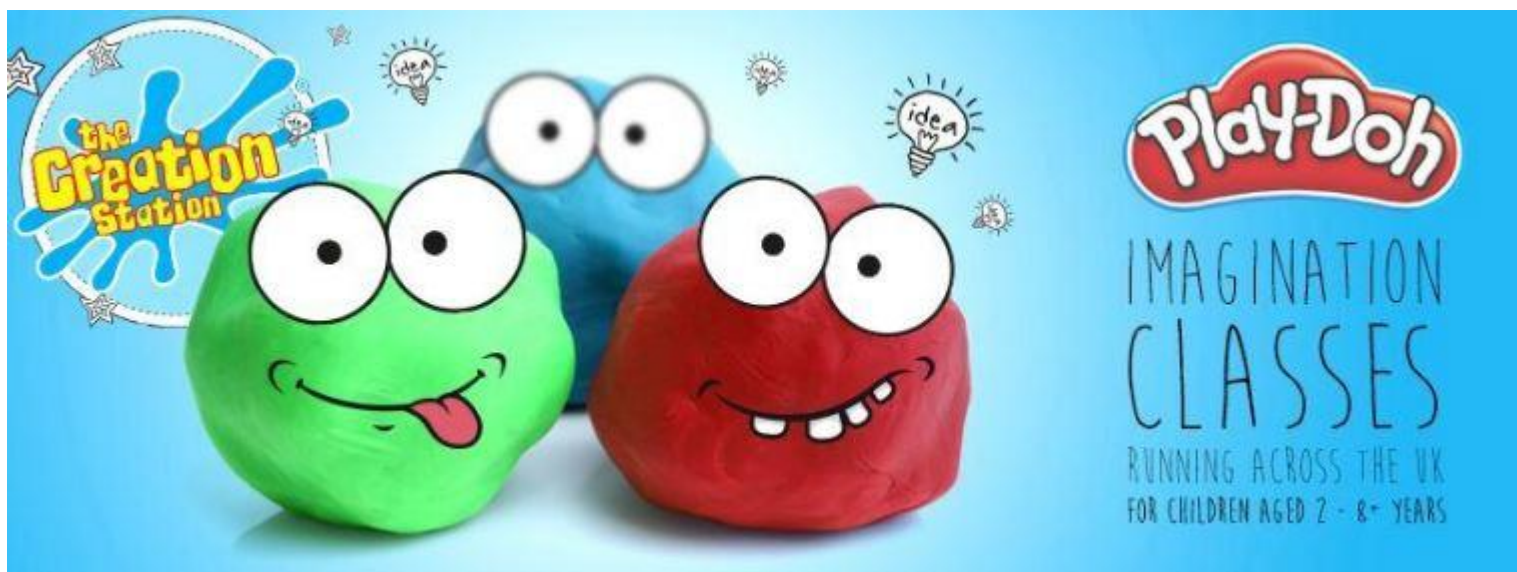
LIVE NATION  
ENTERTAINMENT







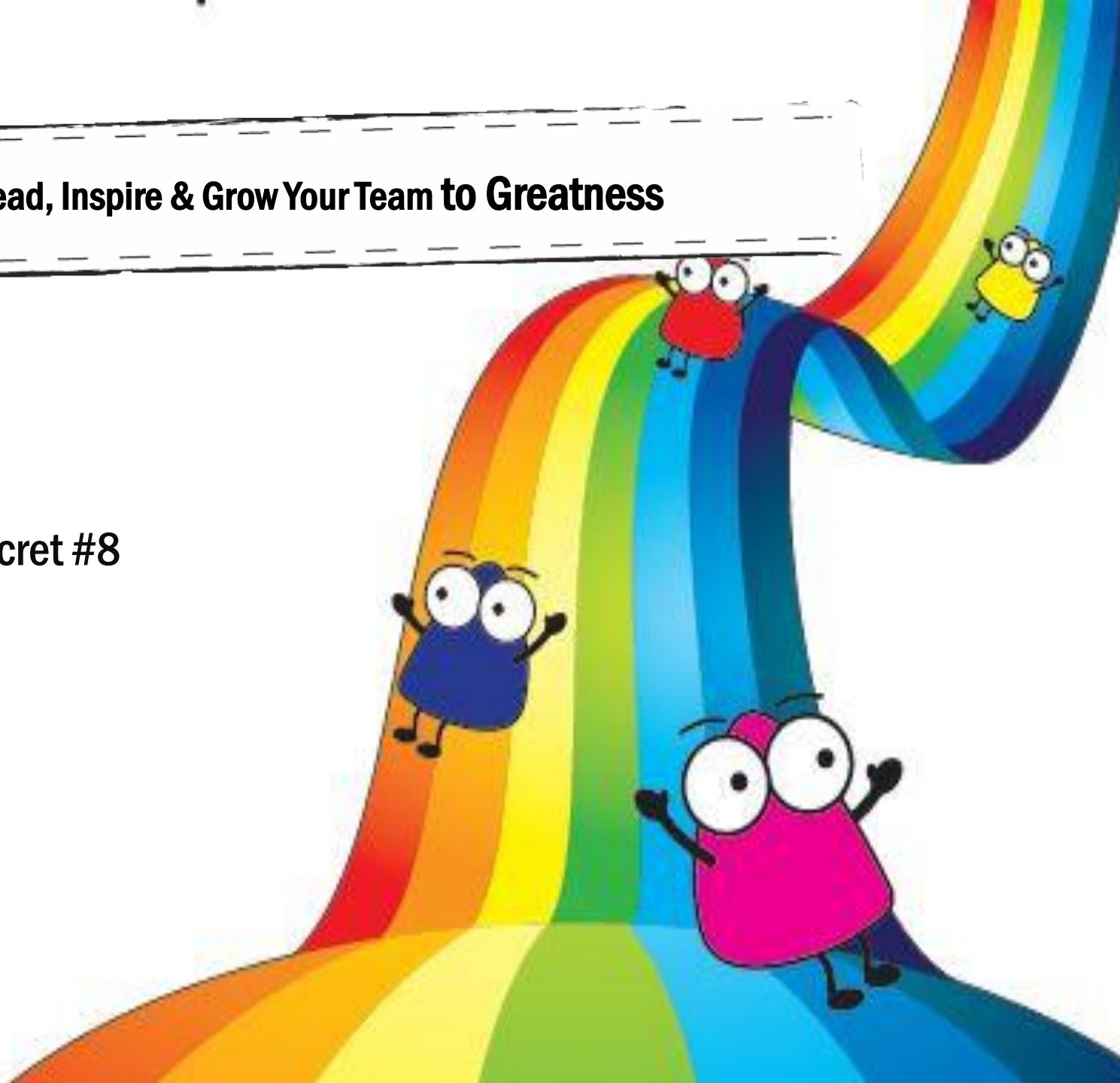
Work In partnership





**Lead, Inspire & Grow Your Team to Greatness**

**BONUS Secret #8**  
**HAVE FUN!**











# Thank You

Please connect on Linked in.

If you enjoyed the talk and would like to write a review that would be awesome and appreciated.

Linked in; Sarah Cressall

I'll keep you posted about my book 😊

*Sarah Cressall*

