

Creating Your Design Team

TIPS FOR WORKING WITH OTHERS FOR A MORE COHESIVE CONCEPT

Many new businesses find it difficult to communicate their ideas to graphic designers, interior designers and architects, often making it a frustrating experience. When developing something new it is important to communicate your vision to your design team so they can help transform your ideas into reality. Below are some helpful tips on working with your designers.

Research - Find other brands that you admire

If you walk into an establishment and like the interior design, signage, menus, uniforms, etc., ask the owner or manager who they used to design it. If you can't find out, just take notes and photos (with permission) of what you like to share with your design team.

Collect Inspiration - Take note of things that you like (as well as some you may not)

Start a mood board or download images from the internet and create a file of ideas and inspiration. [Pinterest](#) is an outstanding site for ideas. Take lots of photos and notes. You can collect interior, lighting, color combinations, branding, packaging and more. Just look around you, inspiration is everywhere.

Team Alignment - BEFORE YOU BEGIN... Make sure all team members are on the same page

In many cases one person takes the lead on a project without consulting their partners. If not all voices are considered the first time, you may find yourself starting all over again. Think of your business as a relationship. If your team doesn't communicate with one another, it can cause tension, waste valuable time and incur additional costs.

Work with Specialists - Hire someone who has done a similar project before

If you're opening something specific like a restaurant, hire someone who specializes in restaurants. Their experience will be valuable to your success and they can act as a consultant. Industry specialists can also recommend additional resources to make the process run more smoothly.

Collaborate - Make this is a group effort!

The best way to work with a design team is to create a mutual understanding that this is a collaboration. Share any and all ideas at the very beginning. There are no "bad" ideas when brainstorming with your team. Your job is to create an experience for your guests. "Go Big", what can you do that makes you more unique than your competition? Relax, let the ideas flow and enjoy the process.

Respect Each Other - Hire designer you are compatible with

Hire a designer whose work you like. Meet several times to make sure they are right for you, and equally as important, you for them. It is important to respect each other's talents and ideas. Make it a mutual project. Working together as a team will lead to success.

Share Your Plan - Create a plan and share it with your entire team

Work with your internal team to have the main ideas and details you want flushed out. Once those are in place, you will be able to give your design team clear direction. Remember, creatives are visual people. Be sure to include your mood boards and/or photo references. Once you have shared your vision, your designer will use their expertise to expand upon your ideas producing the final product.

DOWNLOAD THE BRAND PLAN GUIDE

Adapted from the Restaurant Brand Start-Up Plan

To download The Restaurant Brand Start-Up Plan **free E-book** that includes additional insights, examples and exercises go to InspiroBrands.com or purchase a printed book for 19.99 at Amazon.com.

For more guidance on how to strategically design the next steps for your brand, complete your plan and schedule a free 30 minute strategy session by calling 949-433-0728 or email GinaM@InspiroBrands.com