
A LITTLE MORE ABOUT US

GENIUS STEALS IS a currently grounded, but normally nomadic creative & strategy consultancy. We have a network of specialists all around the world (200+) that we tap into if/as needed, on a project by project basis — which means you get access not to just to us, but to other rockstar talent as well.

WE BELIEVE that the best way to work together is with mutual understanding and respect, a bit of weirdness, and some fun. We have just as much fun drinking with clients at the pub as we do hiking with them in Bulgaria. We believe perfectly polished presentations are over-rated, and that swagger is under-rated. That new media doesn't have to kill the old. That content is not enough. That actions are better than ads. That no one is smarter than everyone. And that if it isn't any fun, it won't be any good.

WE HAVE consistently been hired as change agents inside, because we have often been outsiders. From his time at Naked with the “brilliant misfits,” Faris has always been looking at the industry holistically, from the left field, and trying to tie science and culture into the business, with a rock 'n' rave spirit. He's started and sold a digital agency, acted as the Chief Technology Strategist at McCann, and the Chief Innovation Officer at holding company MDC where he worked with a roster of rockstar agencies. Rosie started out with the ambition of moving the needle on pop culture, which lead her to working with Jay-Z at his cultural branding agency Translation. She went on to lead a strategy team at 360i, and the social & emerging media practice at Saatchi & Saatchi's New York office. But those jobs feel like a lifetime ago... Genius Steals has been in action for more than 7 years — Together we've developed brand and communication ideas, workshops and training, for agencies, global advertisers, a few start-ups, and companies generally looking for a little more 'oomph.'

IF YOU'RE LOOKING FOR buzzword bingo and weekly conference calls to drive up the hours, we're not the right choice for you. But if you want kick-ass thinking and solid strategic partners without the big agency price tag, let's keep the conversation going.

ONCE you've had a chance to digest all this, let's talk. We'd love to create the awesome with you.

ROCK ON.

SOME OF THE WAYS WE CAN WORK TOGETHER

EMERGENT STRATEGY | COVID REVIEW

Worksheet Walkthrough | \$1500

- 3 sessions, 45-minutes each
- Sessions are meant to guide you through using the worksheet, reviewing your inputs, and turning unknowns into actions.

DIY + Review | \$500

- You've done the COVID worksheet but you're looking for some outside feedback/input

REMOTE STRATEGY SUPER SPRINT

48hr turnaround \$3k | 24hr turnaround \$5k

- Send us your work & research to date
- We'll synthesize & do some digging of our own
- Recommendations shared via a 1 hour ZOOM
- Opportunity to ask questions

THE FAST & THE CURIOUS

Rapid Ideation | \$2500

- You provide the brief
- You choose: territories or tactics
- We guarantee: at least 3, but will share as many as are inspired by your brief in 24hrs

AMA - "ASK ME ANYTHING"

1 hr ZOOM \$500 | discounted from \$750

- Live Q&A
- No advanced work/prep
- Use it for inspiration, as team-building, or as a more-focused session

REMOTE TRAINING

1-week minimum | \$15k+

We work with agencies of all disciplines, shapes and sizes around the world – to help position them for success in rapidly changing contexts by focusing on products, process, business & brand.

AGENCY CONSULTING

Quarterly: \$25k/yr | Monthly \$75k/yr

We're experienced working remotely, and delivering content virtually. We'll work with you to setup quarterly training that will ignite innovation from within your organization.

LET'S COLLABORATE: HELLO@GENIUSSTEALS.CO

COVID STRATEGY WORKSHEET | ON-SCREEN GUIDE

TRIAGE	DIAGNOSIS	SCENARIOS	CONSIDERATIONS & ANALYSIS				
<p>BUSINESS What emergency actions must we take to care for our employees & customers?</p> <p>BRAND What brand actions could usefully contribute?</p> <p>BOTTOM LINE How will cash flow be</p>	<p>BUSINESS Consider supply and demand volatility, short and medium term, operations</p> <p>BRAND What role should it play now and soon?</p> <p>BOTTOM LINE What is the cash runway?</p>	<p><i>Remember: Boundarize uncertainty by using available resources to weight each scenario with the likelihood you think it will happen</i></p> <p>PERCENTAGE LIKELIHOOD</p> <p>_____</p> <p>3 MO 6 MO 18 MO</p> <p>LOCKDOWN DISRUPTION</p> <p><i>Move forward with analyzing your two most likely scenarios</i></p>	<p>--- MONTHS --- MONTHS</p>				
			SURVIVAL	<p>How long can we survive with the current resources available to us? How long can we go without making money?</p>			
			COMPETITIVE POSITIONING	<p>What's our position compared to competitors?</p> <p>How might our competitors act? (Are there any clues from how they've acted before?)</p>			
			CULTURAL CONTEXT	<p>What are macro economic, category, cultural considerations?</p>			
<p>COMMITMENTS</p> <p>FIRM Ex: salary cuts, furloughs, redundancies, fiduciary responsibilities, bankruptcy potential, media budget, ongoing campaigns</p> <p>FLEXIBLE</p>		<p>ACTIONS FOR APPROVAL</p> <p>PULL PAUSE PIVOT PUSH</p>					

COVID STRATEGY WORKSHEET

TRIAGE	DIAGNOSIS	SCENARIOS	CONSIDERATIONS & ANALYSIS						
<p>BUSINESS What emergency actions must we take to care for our employees & customers?</p> <p>BRAND What brand actions could usefully contribute?</p> <p>BOTTOM LINE How will cash flow be managed?</p>	<p>BUSINESS Consider: Supply and demand volatility, short and medium term, operations</p> <p>BRAND What role could our brand play?</p> <p>BOTTOM LINE What is the cash runway?</p>	<p>Remember: Boundarize uncertainty by using available resources to weight each scenario with the likelihood you think it will happen</p> <p>PERCENTAGE LIKELIHOOD</p> <p>_____</p> <p>3 MO 6 MO 18 MO</p> <p>LOCKDOWN DISRUPTION</p> <p><i>Move forward with analyzing your two most likely scenarios</i></p>	<p>A) ___ MO N) ___ MO</p>						
			<p>SURVIVAL</p>	<p><i>How long can we survive with the current resources available to us?</i></p> <p><i>How long can we go without making money?</i></p>			<p>COMPETITIVE POSITIONING</p>	<p><i>What's our position compared to competitors?</i></p> <p><i>How might our competitors act? (Are there any clues from how they've acted before?)</i></p>	
				<p>CULTURAL CONTEXT</p>	<p><i>What are macro economic, category, cultural considerations?</i></p>				
<p>COMMITMENTS</p> <p>FIRM Ex: salary cuts, furloughs, redundancies, fiduciary responsibilities, bankruptcy potential, media budget, ongoing campaigns FLEXIBLE</p>		<p>ACTIONS FOR APPROVAL</p> <p>PULL PAUSE PIVOT PUSH</p>							

*Hey,
You've got this!*

FARIS YAKOB, CO-FOUNDER



Faris began his career as a strategy consultant for digital businesses during the first dot com explosion. He moved into the agency world, eventually joining Naked Communications as their 20th employee. Faris worked for Naked in London, Sydney and New York, during their heyday, as a communication strategist and later as global head of digital. During this time Naked developed their value proposition from communications planning to creative strategic consulting - the “McKinsey of Madison Avenue”.

Faris went on to be EVP Chief Technology Strategist at McCann Erickson NYC, tasked with ushering in their digital transformation, which led to them winning their first ever Cyber Lion at Cannes. Subsequently he was appointed Chief Innovation Officer of MDC Partners, a network of best in breed agencies, deployed inside newly integrated New York shop kbs+. There he established a social team and developed the social products and services, helped start the content team, and co-founded creative technology boutique Spies&Assassins.

He was a founding member of the IPA Social Committee, is on the global advisory board of Social Media Week, and has judged numerous award shows, including the Effies, Clio Awards, One Show and beyond. He helped the London International Awards to create and define a new category to reflect and highlight innovation in the industry. He has been blogging and involved in the ongoing discussions around social in the industry for almost a decade. He has written about social media and marketing for Campaign, Fast Company, Forbes, Contagious, Canvas8 and Age of Conversation books. He has spoken on social, digital and innovative marketing all over the world and his thesis on the future of brands won the inaugural IPA President’s Prize.

Faris is the author of Paid Attention: Innovative Advertising for a Digital World and is a contributing author to The Digital State: How The Internet is Changing Everything [Kogan Page], Creative Superpowers, & Eat Your Greens.

“If you've worked with Faris, then you know the energy he generates when he leads a room. I've always been in awe of how nimbly his brain works when connecting case studies, insights from pop culture, emerging technologies, and classic philosophy to come up with smart solutions to complex client problems. On paper, Faris is an amazing powerhouse asset to any team. In person, Faris is also one of the most thoughtful and inspiring leaders I have ever had the privilege to work with.”

MATT SUDOL, DIRECTOR OF MARKETING, QUADRA

ROSIE YAKOB, CO-FOUNDER



Rosie began her career working with hip hop moguls Jay-Z and Steve Stoute at their entertainment branding company, developing non-traditional ways for brand like Altoids, Target, Wrigley and Samsung to connect with their fans. She joined Cake Group's newly founded New York office in 2009 where she launched Motorola's global social media presence and helped brands like Havaianas, Sears and Oppenheimer navigate the world of social and digital media.

In early 2011, Rosie joined Saatchi & Saatchi's New York office to lead social and emerging media strategy, advising brands including P&G's Pampers & Olay and General Mills' Cheerios amongst others. She helped the agency to develop a point of view on social, guiding their own social media presence as well as their internal structure and setup for future projects.

Before co-founding Genius Steals with Faris, Rosie was most recently at 360i, an award-winning digital marketing agency, named by Fast Company as one of the world's most innovative companies. There she and her team helped brands like Bravo, Dentyne, NBCU and Oreo navigate the world of social and emerging media from creative ideation through to activation.

This included acting as a strategist on the Cannes Grand Prix and Facebook Best in Show winning Oreo Daily Twist campaign, where she developed the strategy and inter-agency process necessary to deliver fresh creative content every day for 100 days and to 'win the Super Bowl' with the blackout tweet that birthed Real Time Marketing.

Rosie has written for publications including Fast Company, Digiday & SocialFresh.com and her presentations have been featured on the front page of Slideshare. She is a contributing author to Creative Superpowers [2018] and Eat Your Greens [2018]. She's passionate about moving the industry forward and has served on the Jay Chiat Social Media jury and taught at Miami Ad School in addition to speaking at conferences around the world. She believes that brands can create and curate culture, and connect to people in ways that create value for both.

"Rosie is one of those rare secret weapons. Wise beyond her years, incredibly smart, and calm and collected, Rosie has been an asset to every project I have worked with her on. She brings a positive energy to the room which allows her to both collaborate with others but push when it's needed. People say there are no such thing as a silver bullet, but I would say Rosie is pretty close."

JARED GRANT, COMMUNICATIONS STRATEGY DIRECTOR, GOOGLE

ASHLEY DERRINGTON, DIRECTOR OF OPERATIONS



Ashley's work experience expands across many industries — from entertainment to consumer packaged goods. She began her career working as a freelancer in Hollywood working on projects such as Hollywood Game Night, The Kris Jenner Show, MTV Awards Shows, and more.

In 2014, she then joined the team at award winning entertainment marketing agency, Bagg Street Productions, as a project manager and producer. Her role involved overseeing the completion of creative content projects from conception to post production for big studios like Netflix, 20th Century Fox, Warner Brothers, OWN, and Sony Pictures. At Bagg Street, she was known for keeping projects on schedule, and under-budget by establishing project schedules and goals, and working with key stakeholders to achieve them.

Ashley also served as a freelance associate for Black Ivy Productions and Seventh Tribe, Inc. where she assisted in curation of award winning red carpet shows for The Academy Awards, the ESPYs, and The Billboard Music Awards.

Currently, she serves as the Director of Operations for Genius Steals, while working as a freelance writer and film/TV development researcher. Like the Genius Steals founders, Ashley is also nomadic, with no fixed abode. She loves challenging herself and strives to learn on a daily basis.

Oh, and did we mention she was the defensive center midfielder for the 2016 Deaf World Cup Champions?!

TESTIMONIALS

"I work with a variety of facilitators for my clients. I've never had the pleasure of working with a facilitation team that truly becomes a part of the team and the meeting until I worked with Rosie & Faris, Genius Steals. Generally, a facilitator or key note speaker takes a high level view of the agenda and plugs a generic keynote about leadership, teamwork into the week. It might be slightly tweaked for the meeting's theme or audience. Not Genius Steals. Rosie & Faris embraced the entire planning process. Rosie and Faris took the time to research and understand my corporate client, the specific goals for the meeting, and the audience. They created bespoke presentations, workshops, and theme-ing that directly addressed the key take-aways my client needed to convey at the meeting. **On stage, the audience was rapt. They were engaging, funny, and intelligent. They even took time to mingle with the attendees throughout the meeting to understand the audience perspective on the topics addressed by the client and by extension, themselves. From a logistics perspective and operations perspective, they were a dream. Easy to reach, easy to organize, easy listeners.** Rosie & Faris readily became a part of our team. I knew they were the right fit for my client's need, but I didn't anticipate the extraordinary feedback we received from everyone at the event. They were the toast of the event - literally."

MEETING ADVICE, VP EVENT PLANNER
MULTI-DAY WORKSHOP, KEYNOTE, EVENT SUPPORT

CONTACT DETAILS FOR REFERENCES AVAILABLE UPON REQUEST

"For this year's 4A's StratFest conference on the future of planning, no one could have kicked us off better than the dynamic duo of Rosie and Faris! Infectious energy, mind opening, new ideas with tangible, practical application and examples - oh, and highly entertaining to boot. To follow it up, **their Beyond Boring Briefs workshop, was the highest rated workshop at this year's Festival**, giving our audience inspiration they can use the minute they get back to their desks. Can't wait to collaborate again with Genius/Steals!!" Engagement &

4AS, EXECUTIVE VICE PRESIDENT
KEYNOTE & WORKSHOP

"May these lines help you to do the right move: doing whatever it takes to work with Faris & Rosie. Because they'll just do the same.

So what can you expect?

- They will embrace the full project, providing insights & inputs to help you and your team, make the most of it;
- They will take time to research and understand you and your team so they'll start from where you are;
- **They will provide custom decks, presentation and advices - not a generic workshop;**
- **They will elevate your work, your thinking and push you to develop that fragile idea further.**
- As for logistics, they will be easy to reach.
- But most of all, they will have a lasting impact on you and your team, and in a few minutes they will become a part of your team.
- Last but not least: Both of them are nice (and awesome).

So is it worth it? Yes. When should you hire them? Now."

HEAD OF DIGITAL, INDEPENDENT PR SHOP, FRANCE
INTERNAL STRATEGY & CREATIVITY TRAINING

TESTIMONIALS

CONTACT DETAILS FOR REFERENCES AVAILABLE UPON REQUEST

“We needed to reposition and rebrand our company – essentially we were looking for a cutting edge, disruptive, f*ck off call to arms that we could rally the business around and blow clients minds. And working with Genius Steals, we got one, and not only that, they kept the core team engaged and motivated all along the way. It was very clear early on that Faris and Rosie ‘got’ us and spoke our language which combined with their undoubted brains, meant they were respected and the team quickly bought in to their methods and output. **They also worked very collaboratively with the design agency that we brought in for the executional phase – no land-grabs or ego battle on either side; a textbook example of a ‘team of all the talents’ in action.** We had really high expectations from the outset – and they were more than met.”

FOUNDER & CEO, LARGEST INDEPENDENT RESEARCH AGENCY IN THE UK
RE-BRAND & PROPOSITION WORK

“It was a pleasure working with Faris and Rosie at Genius Steals to produce a highly successful seminar targeting WARC’s clients and prospective clients. The presentation on the present future of strategy was highly engaging and thought provoking which resulted in happy clients, a lot of buzz on social media, and, most importantly, new business. **Working with Genius Steals feels like a partnership to help move the industry forward and we couldn’t ask for anything more than that.**”

WORLD ADVERTISING RESEARCH COUNCIL, MARKETING MANAGER
*2-PART WEBINAR (*MOST POPULAR WEBINAR OF THE YEAR)*

Genius Steals helped us construct an engaging platform for our InterContinental Leadership Summit, lead us in a fun and meaningful team building activity, delivered inspiring brand experience and leadership keynotes and facilitated a differentiation workshop that will impact the future of our brand. **But most importantly, their level of thinking exceeded our expectations and inspired us to think about the brand experience in a more innovative and holistic way.** They raised the bar for a group of very passionate and experienced General Managers and branders, which is no easy feat. We are eager to work with them again when the opportunity arises.”

SENIOR BRAND MANAGER, INTERCONTINENTAL HOTELS
MULTI-DAY WORKSHOP

“You guys rock! You lifted us to think bigger. **You inspired us to take action. And you infused us with fun and funny – you guys are so special.** Thank you so much for your partnership over the past few weeks. You have both been fabulous to work with.”

GROUP DIRECTOR, DIGITAL PLATFORMS & INNOVATION, COCA-COLA
SINGLE DAY WORKSHOP, LEADERSHIP TEAM TRAINING

GENIUS/STEALS IS A NOMADIC CREATIVE CONSULTANCY HELPING CLIENTS LIKE THESE SOLVE BUSINESS PROBLEMS USING CREATIVITY



and in:
India, Serbia, Lithuania,
Australia, & New Zealand

BAUER **COMMS CON**
WHAT'S NEXT? **VML** **AIR NEW ZEALAND** **The Works**
Edelman **Google** **direct media ACADEMY**

THANKS!

GET IN TOUCH

HELLO@GENIUSSTEALS.CO

WEEKLY INSPIRATION

GENIUSSTEALS.CO/SUBSCRIBE



@FARIS

@ROSIEYAKOB