

The Creative Production Process: A Project Management Perspective

May 2, 2022



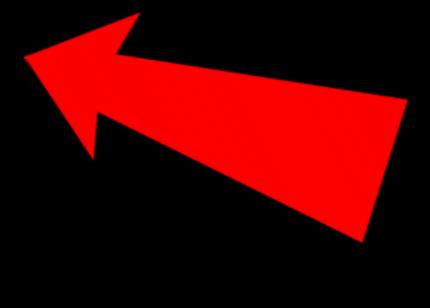
Ed Lavelle Beyond Reality Entertainment www.beyondrealityent.com



THIS IS ME



THIS IS ME





ED LAVELLE

LITTLE BIT MQ.

LITTLE BIT MQ.







































































































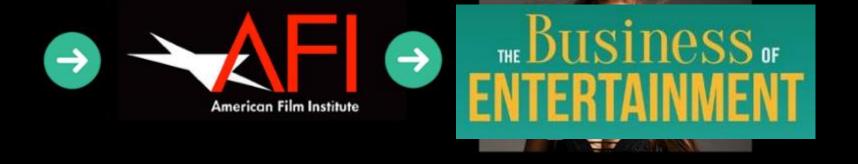






































































GOODBYE PICTURES





































































Adrewies

TEACHING HAS REMINDED ME OF THE IMPORTANCE OF GOING...

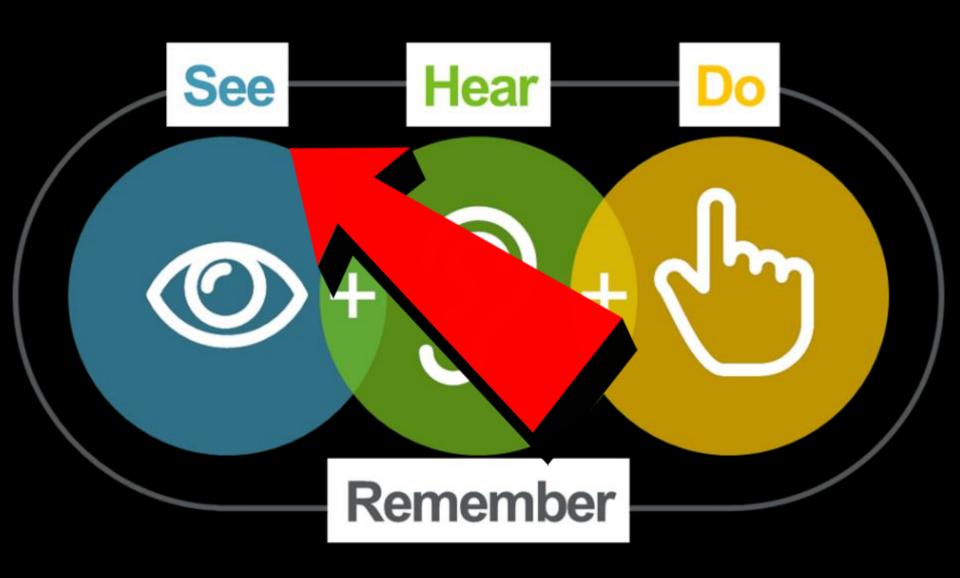
TEACHING HAS REMINDED ME OF THE IMPORTANCE OF GOING...

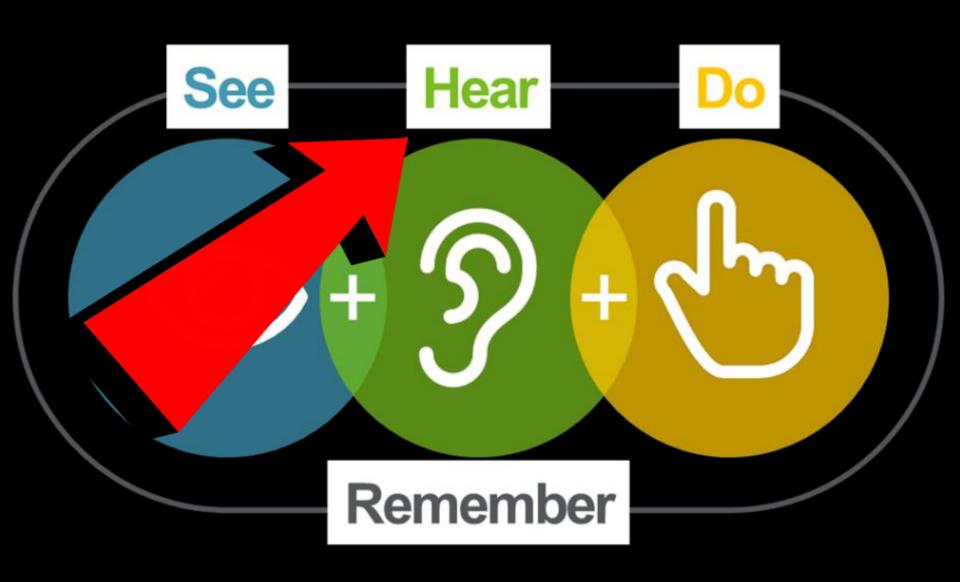


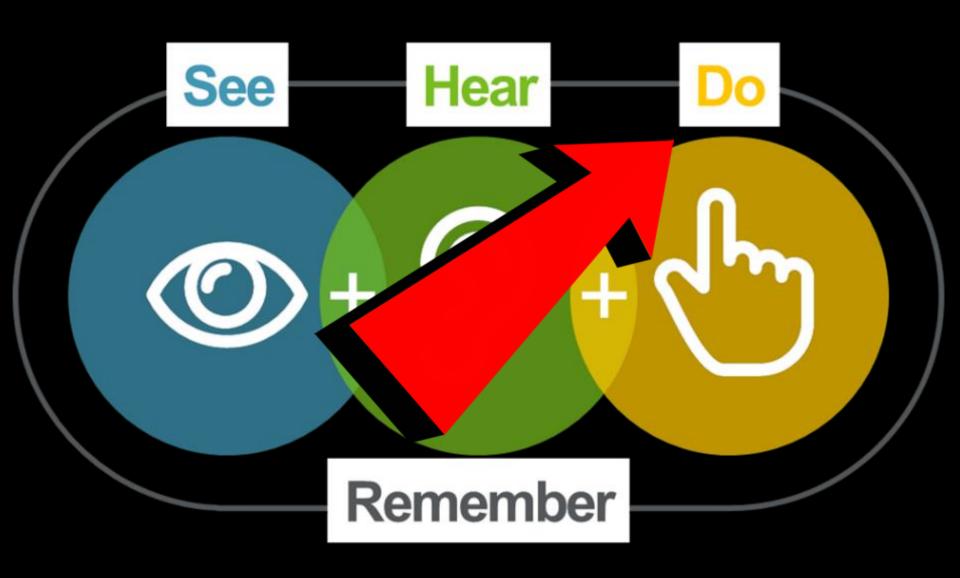
THE MOST IMPORTANT STUFFIO LEARN

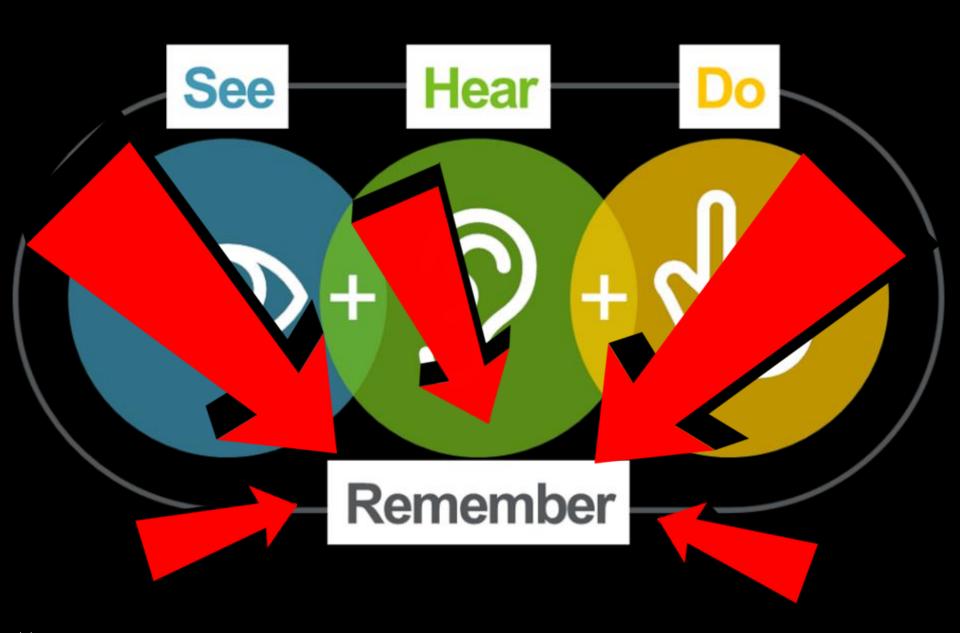
YOU ARE ONLY AS STRONG AS YOUR FOUNDATION

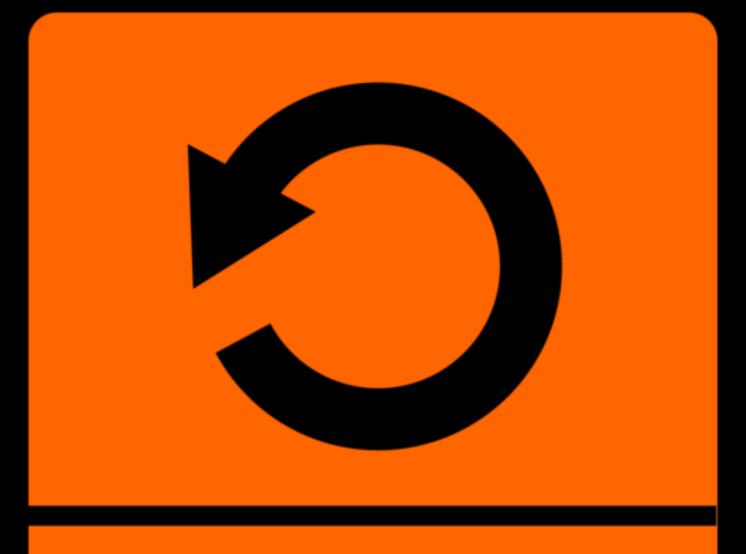
Without a solid foundation, you'll have frouble creating anything of value.









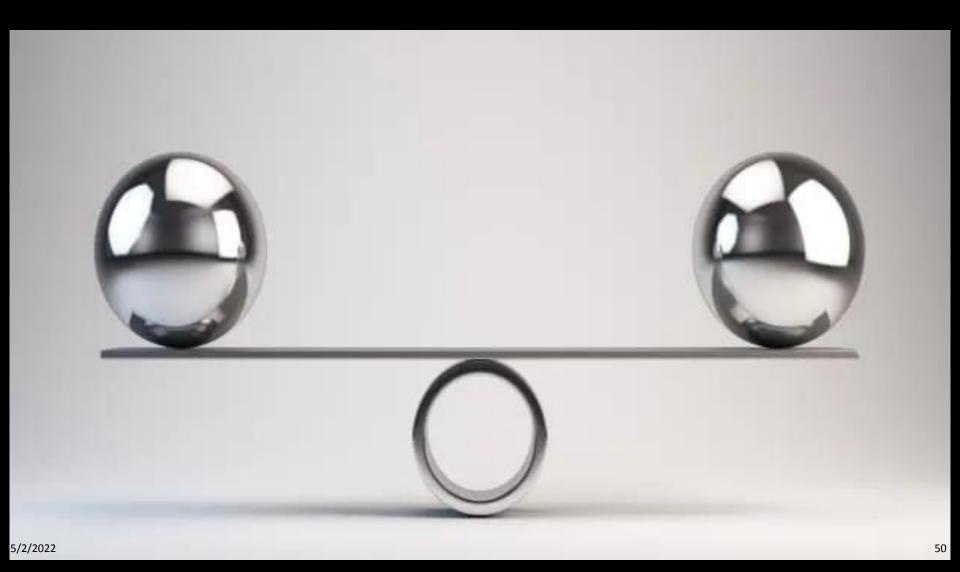


REPEAT

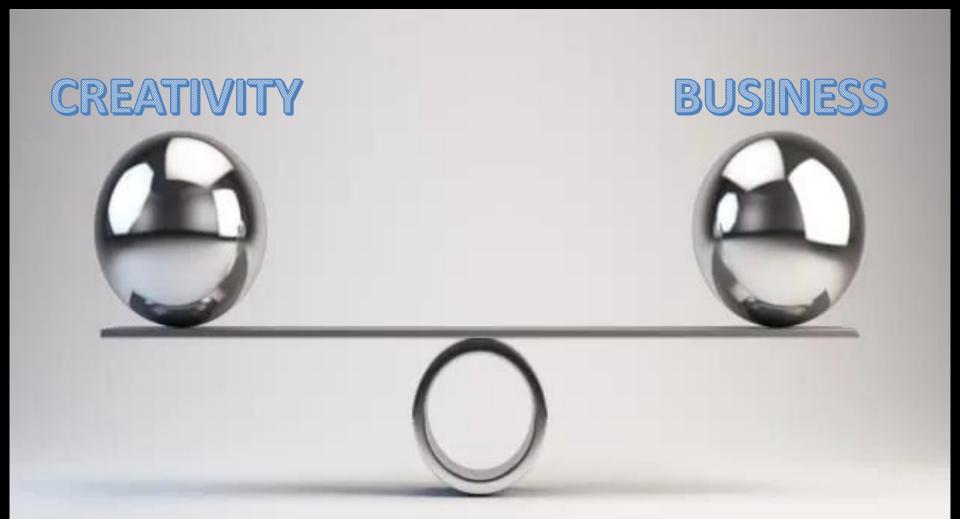
Repetition isthe mother of all skills.

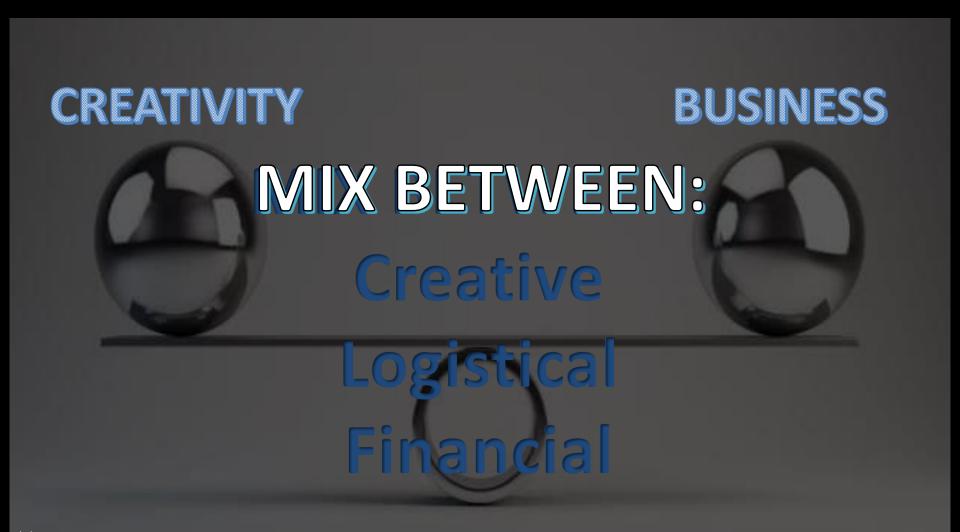
1 10pouluon Repetition Repetition Repetition Repetition Repetition Mastery

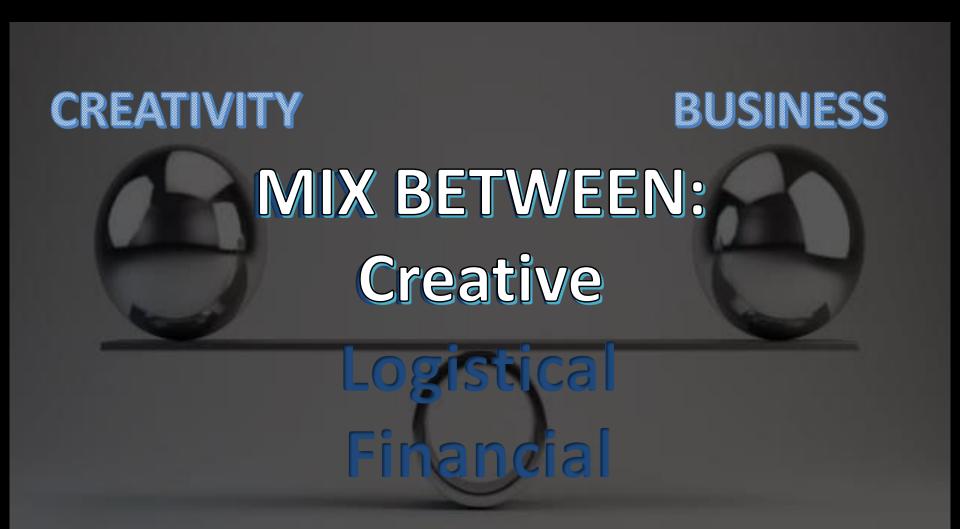




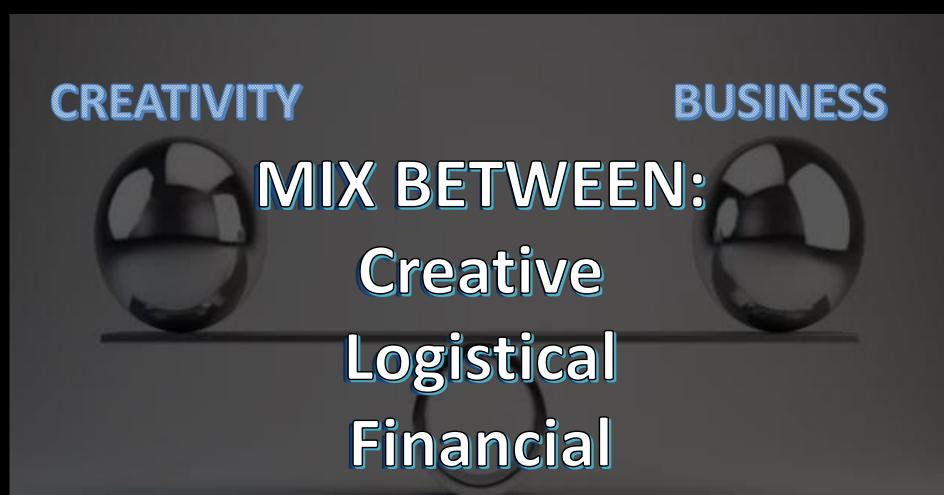












WHATISA



THERE ARE AN ENDLE NUMBER OF "HATS"

TO WEAR

OF "HATS" TO WEAR:

Leader

THERE ARE AN ENDLESS NUMBER OF "HATS" TO WEAR:

Leader

Organizer

OF "HATS" TO WEAR

Leader

Organizer

Creator

OF "HATS" TO WEAR

Leader

Organizer

Creator

Communicator

OF "HATS" TO WEAR

Leader

Organizer

Creator

Communicator

Collaborator

OF "HATS" TO WEAR

Leader

Organizer

Creator

Communicator

Collaborator

Cheerleader

OF "HATS" TO WEAR

Leader Organizer Creator

Collaborator

Cheerleader

Communicator

Friend

OF "HATS" TO WEAR



OF "HATS" TO WEAR

Leader

Organizer

Creator

Communicator

Collaborator

Cheerleader

Friend

Party Host/Hostess

"Parent"

OF "HATS" TO WEAR

 Leader
 Organizer
 Creator
 Communicator

 Collaborator
 Cheerleader
 Friend
 Party Host/Hostess

 "Parent"
 Enforcer

OF "HATS" TO WEAR



OF "HATS" TO WEAR:

LeaderOrganizerCreatorCommunicatorCollaboratorCheerleaderFriendParty Host/Hostess"Parent"EnforcerForward-ThinkerSalesperson

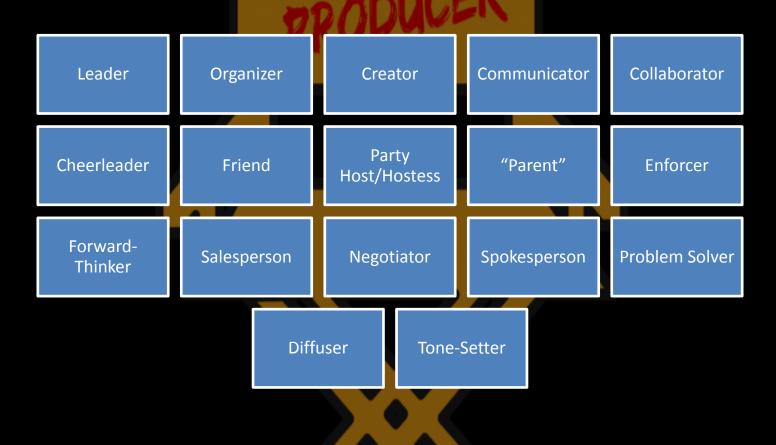
OF "HATS" TO WEAR:



OF "HATS" TO WEAR:

Organizer Leader Communicator Creator Party Collaborator Cheerleader Friend Host/Hostess Forward-"Parent" Enforcer Salesperson Thinker Spokesperson Problem Solver Diffuser Negotiator

OF "HATS" TO WEAR:



OF "HATS" TO WEAR:



THERE ARE AN ENDLESS NUMBER

OF "HATS" TO WEAR:



AND THE LIST GOES ON... and ON... and

ON.

In SHORT, A PRODUCER IS A

MANAGER OF PROJECTS...

Communicator Cheerleader Leader Organizer Collaborator Creator Party Friend "Parent" **Enforcer** Forward-Thinker Salesperson **Host/Hostess** Negotiator Spokesperson **Problem Solver** Diffuser Mentor/Teacher Tone-Setter

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In SHORT, A PRODUCER IS A MANAGER OF PROJECTS... USING

THE Below SKILL SETS TO GET THE

JOB DONE.

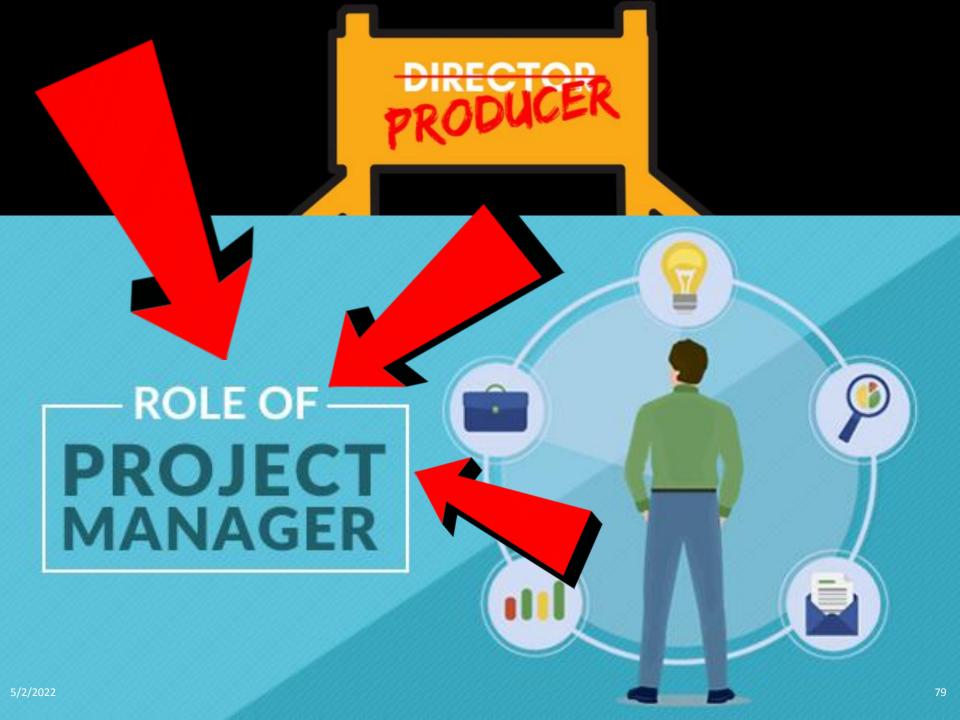
Leader	Organizer	Creator	Communicator	Collaborator	Cheerleader
Friend	Party Host/Hostess	"Parent"	Enforcer	Forward-Thinker	Salesperson
Negotiator	Spokesperson	Problem Solver	Diffuser	Tone-Setter	Mentor/Teacher

In SHORT, A PRODUCER IS A MANAGER OF PROJECTS... USING

THE Below SKILL SETS TO GET THE

JOB DONE.





1. Leadership



n

10. Critical thinking



- 1. Leadership
- 2. Communic
- 3. Planning
- 4. Scheduling
- 5. Time management
- 6. Task management
- 7. Risk mitigation
- 8. Decision-making
- 9. Quality management
- 10. Critical thinking



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PROJECT MANAGER





THINGS THAT HELP ENSURE



to do list

what has

been

done

VS.

what

needs to

be done

N

to do list

what has

been

done

VS.

what

needs to

be done



Movie Magic Budgeting 10





to do list

what has

been

done

VS.

what

needs to

be done



Movie Magic Budgeting 10







Is For Life

to do list

what has

been

done

VS

what

Movie Magic Budgeting 10







or Life

to do list

what has

been

done

VS

what

ne be



Movie Magic Budgeting 19





to do list

what has

been

done

ne



Movie Magic Budgeting 19





to do list

what has

been

done

VS.

what

ne be



Movie Magic Budgeting 19





ORGANIZATION COMMUNICATIO

Tools For Life



Tools For Life





Tools For Life







Tools For Life









Tools For Life



































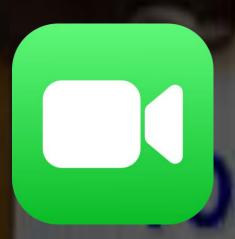
















Communicate with:

Communate with: • Your Team

Communicate with:

- Your Team
- Other Departments

Communicate with:

- Your Team
- Other Departments
- Talent (On-Camera AND Behindthe-Camera)

Communate with:

- Your Team
- Other Departments
- Talent (On-Camera AND Behindthe-Camera)
 - Higher-Ups/Executives
 - Networks, Studios, Production Company, Financiers, etc.

Communicate with:

- Your Team
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 - On Set (walkies)

Communicate with:

- Your Team
- Other Departments
- Talent (On-Camera AND Behind-the-Camera)
 - Higher-Ups/Executives
 - Networks, Studios, Production Company, Financiers, etc.
 - On Set (walkies)
- Vendors, Locations, off-set Team, etc.

MOST COMMUNICATION IS WITH EMAILS:



EMAILS:

Always use this time to make a connection!



EMAILS:

Remember to respond to emails within 24 hours!

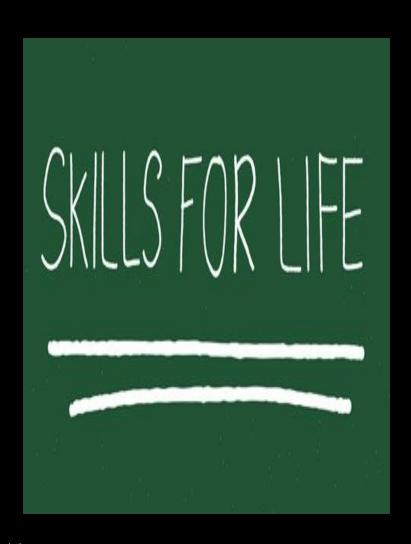


ORGANIZATION COMMUNICATIO COLLABORATIO

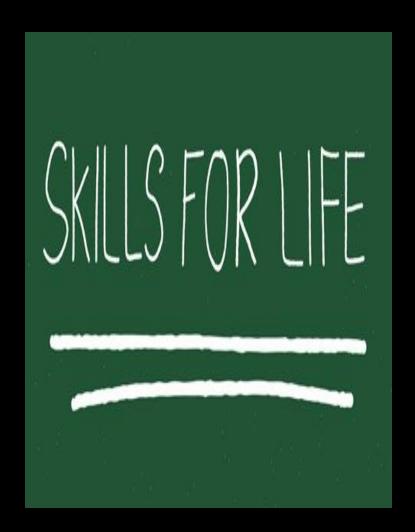
ORGANIZATION COMMUNICATIO N

CALABODATION Makes you'a better steryteller & team player – and can elevate the overall





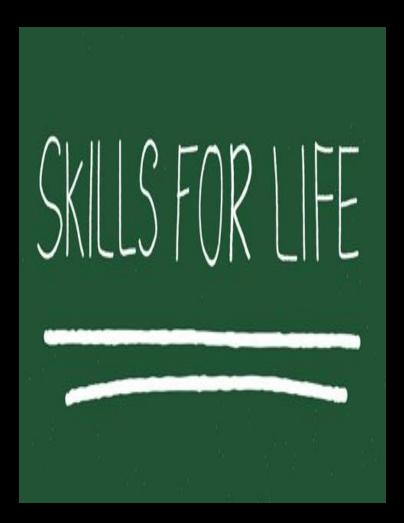
WHENEVER YOU USE THESE SKILLS:



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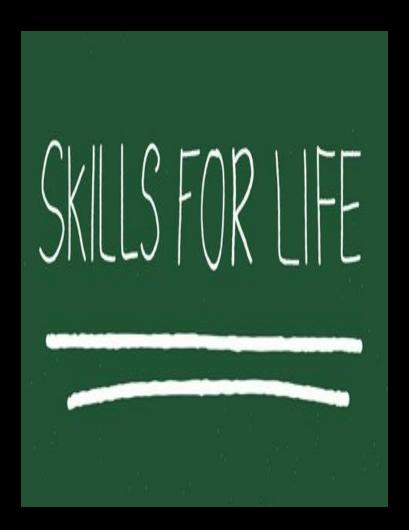
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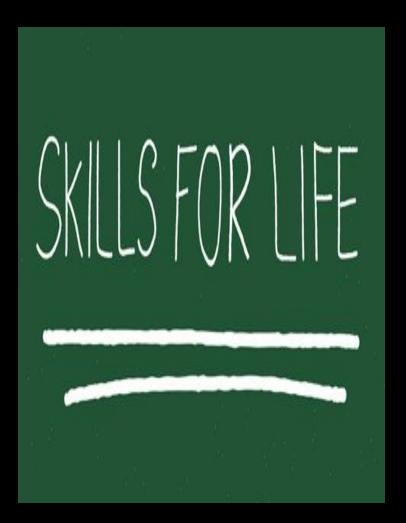
- I. ORGANIZATION / SCHEDULING
- 2. BUDGETING

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WHENEVER YOU USE THESE SKILLS:

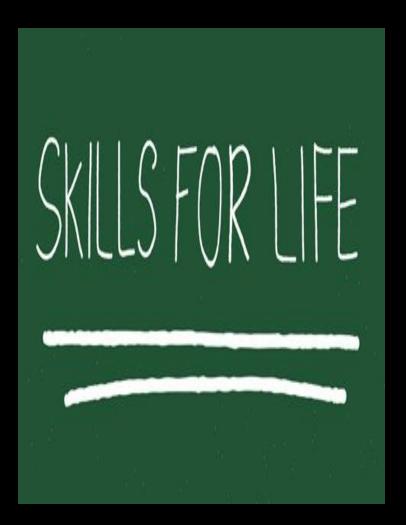
- I. ORGANIZATION / SCHEDULING
- 2. BUDGETING
- 3. PROBLEM SOLVING



WHENEVER YOU USE THESE SKILLS:

- I. ORGANIZATION / SCHEDULING
- 2. BUDGETING
- 3. PROBLEM SOLVING
- 4. MULTITASKING

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WHENEVER YOU USE THESE SKILLS:

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- 2. BUDGETING
- 3. PROBLEM SOLVING
- 4. MULTITASKING
- 5. COMMUNICATION

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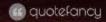


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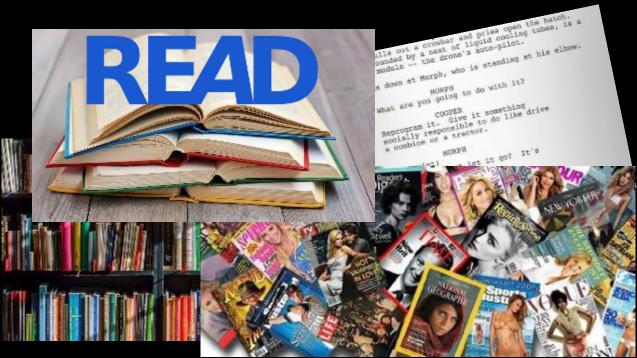
Everything begins with an idea.

Earl Nightingale

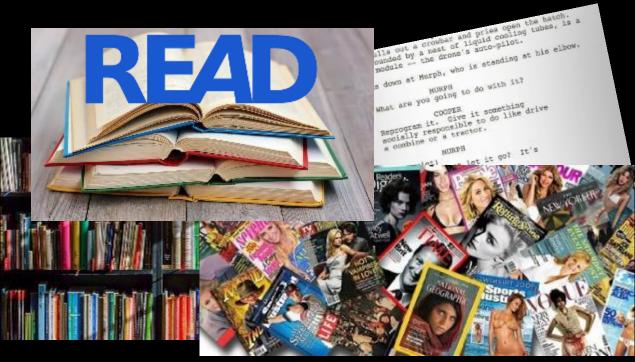






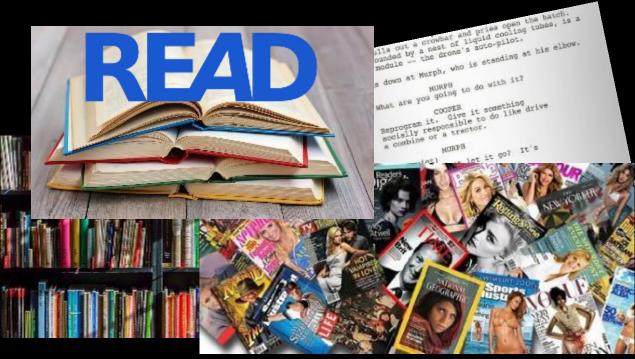






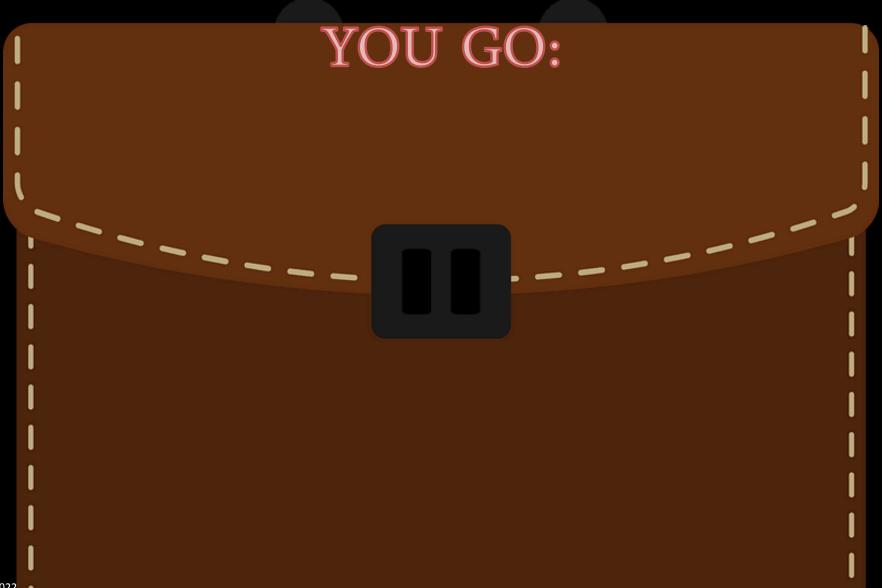


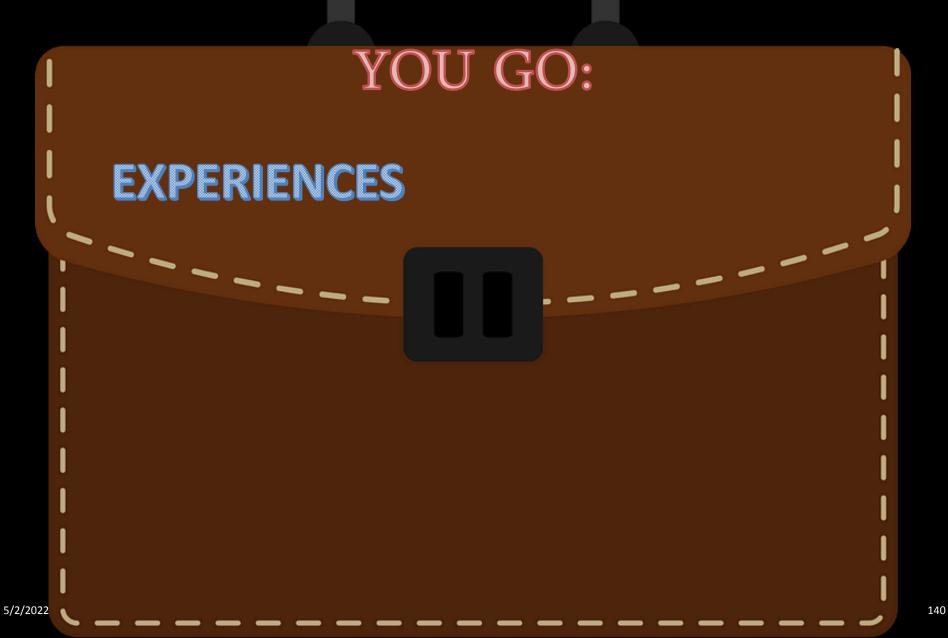


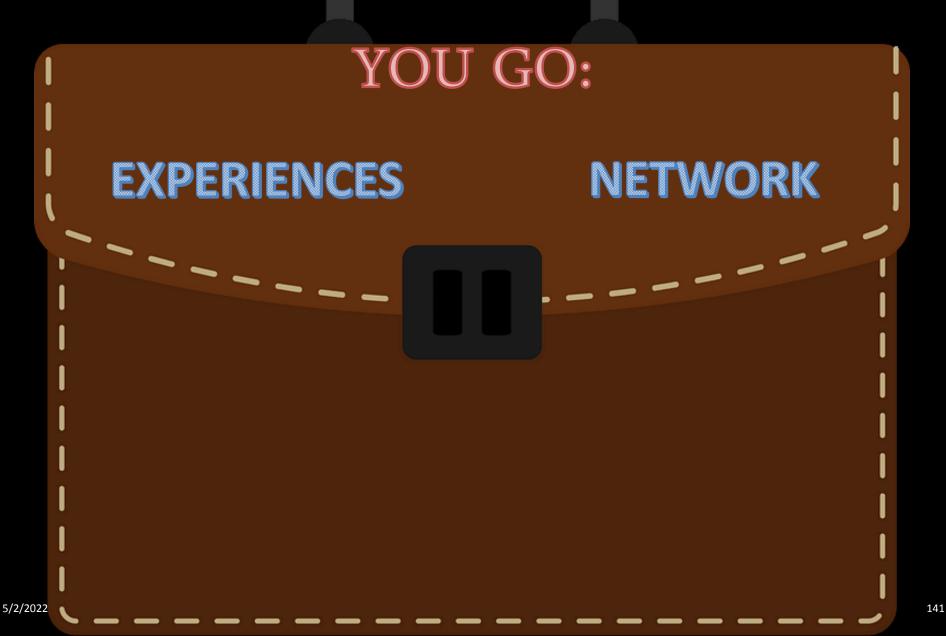












YOU GO:

EXPERIENCES

NETWORK

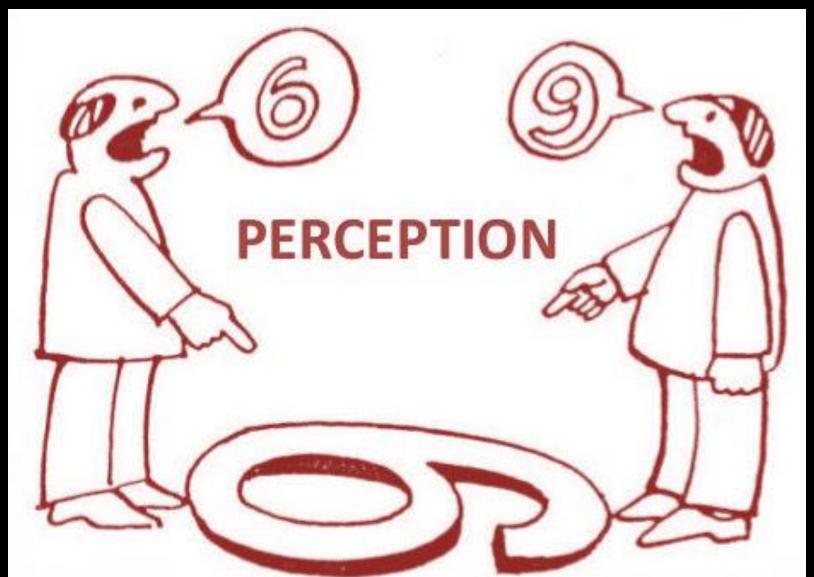
CONFIDENCE

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IT ALL STARTS WITH:

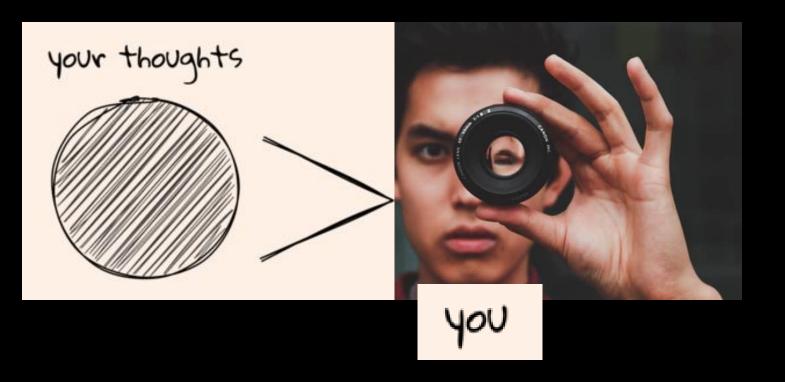
IT ALL STARTS WITH:



You Are What You Think

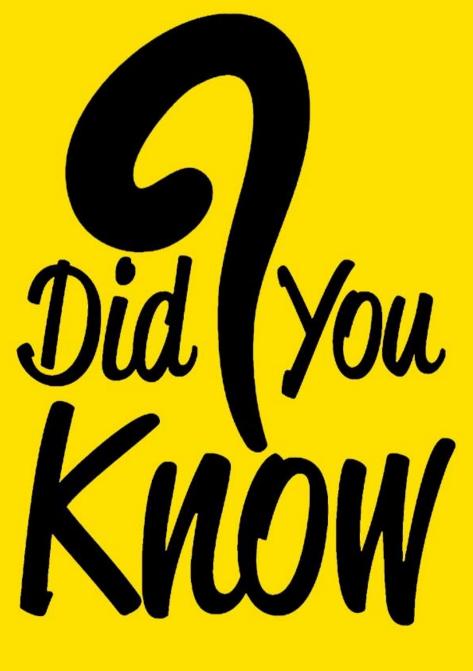


You Are What You Think



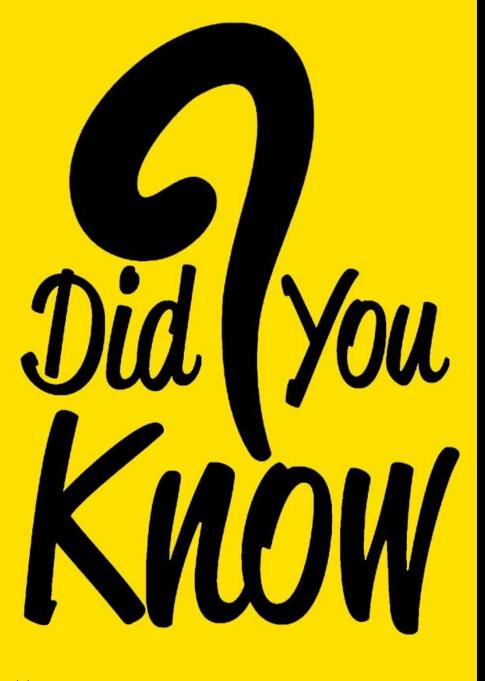
You Are What You Think





 Data from Christine Porath from Georgetown, and Harvard shares that

negativity is a multiple of four to seven times more powerful than positivity.



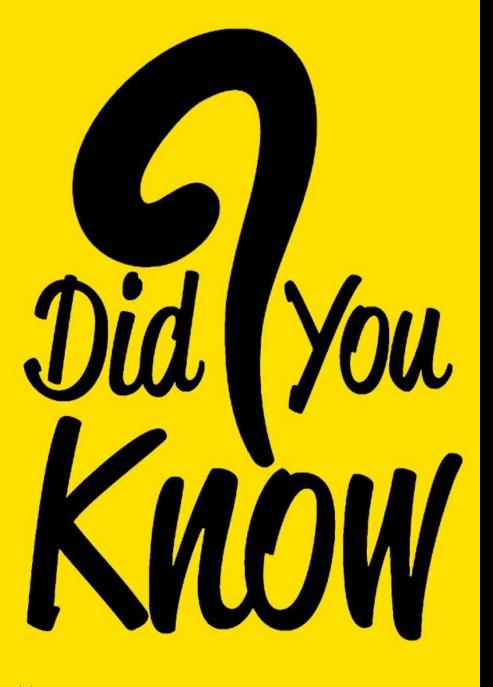
- O Data from Christine Porath from Georgetown, and Harvard shares that negativity is a multiple of four to seven times more powerful than positivity.
- If someone says something out loud –

it is 10X

more

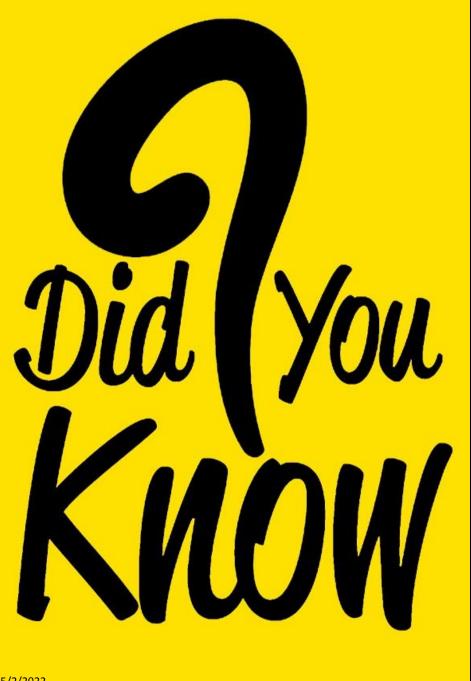
powerful

than if they just think it.



- O Data from Christine Porath from Georgetown, and Harvard shares that negativity is a multiple of four to seven times more powerful than positivity.
- If someone says something out loud –
 it is 10X more powerful than if they
 just think it.
- If you say something that is normally
 10X if it is negative,

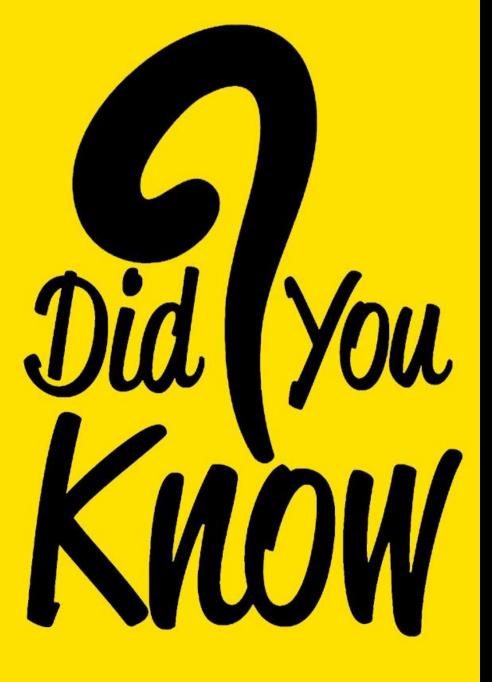
it is 40X to
70X more
powerful.



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- If someone says something out loud it is 10X more powerful than if they just think it.
- If you say something that is normally 10X – if it is negative, it is 40X to 70X more powerful.

Saying something negative out loud

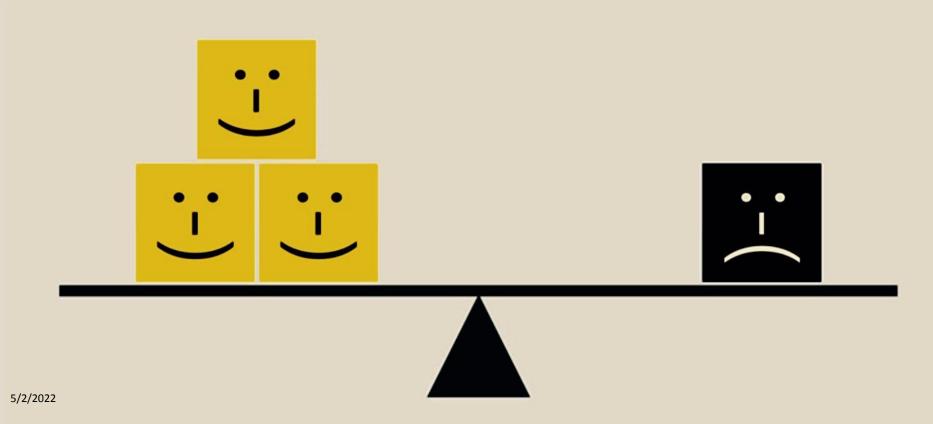
means that it is 40 to 70 times more likely that it will happen... or cause a result that won't be good... best to not say anything!



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- If someone says something out loud –
 it is 10X more powerful than if they
 just think it.
- If you say something that is normally 10X – if it is negative, it is 40X to 70X more powerful.
- Saying something negative out loud means that it is 40 to 70 times more likely that it will happen... or cause a result that won't be good... best to not say anything!
- You don't MAKE bad things happen, but you increase the probability.



HUMANS ARE WIRED FOR NEGATIVITY





 Out of 100 people, we can hear 99 compliments and only 1 negative comment – and we choose to hear the NEGATIVE.



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- When we hear bad news, it takes 3-4 seconds for it to go into our long-term memory.



- Out of 100 people, we can hear 99 compliments and only 1 negative comment – and we choose to hear the **NEGATIVE.**
- When we hear bad news, it takes 3-4 seconds for it to go into our long-term memory.
- When we hear good news, it takes 12 seconds before it drops into our long-term memory... if we get distracted before 12 seconds is up, it doesn't go in at all.



POSITIVE THOUGHTS
BREEDS
POSITIVE RESULTS.

THINK POSITIVE.

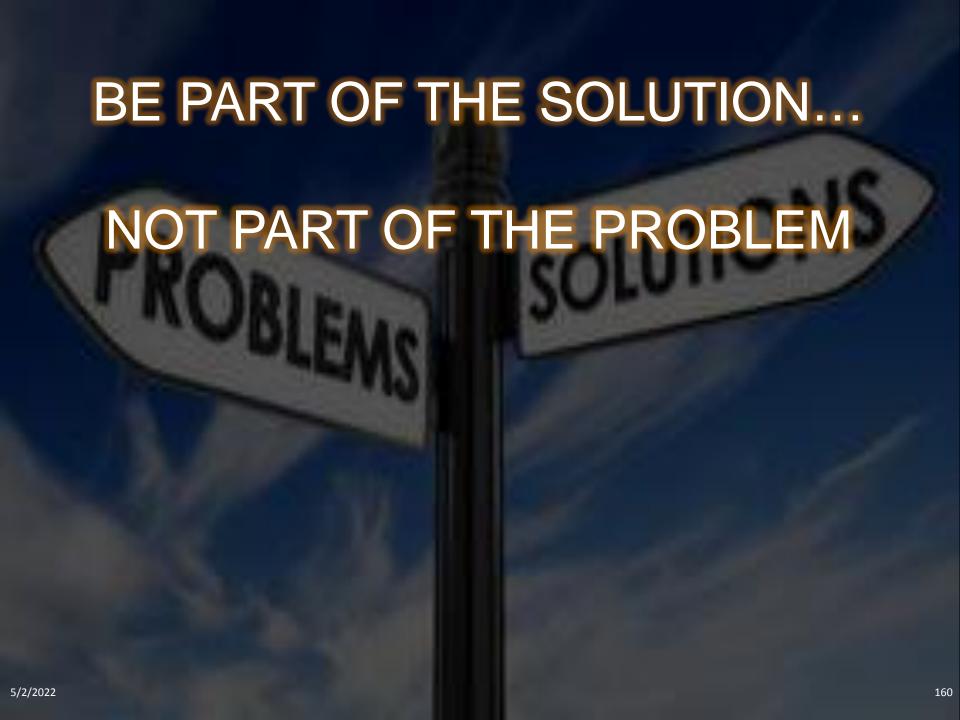
UNDERSTAND & APPLY

FOUNDATION IS EVERYTHING!



FOUNDATION IS EVERYTHING!

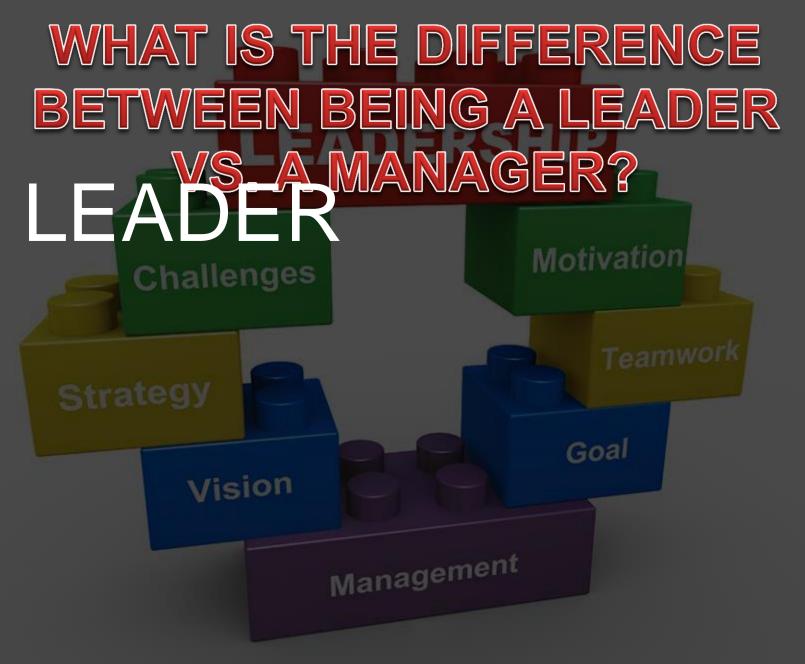






WHAT IS THE FFERENCE Goal Vision Management

A MANAGER?





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- Visionary
- Thinks Big
- Sets Goals
- Role Model
 - Inspires
- Motivates Using the Future

Goal

WHAT IS THE DIFFERENCE BETWEEN BEING A LEADER VS A MANAGER?

Motivation

Goal

171

LEADER

- Visionary
- Thinks Big
- Sets Goals
- Role Model
 - Inspires
- Motivates Using the Future
- Company Direction

WHAT IS THE DIFFERENCE BETWEEN BEING A LEADER LEADER MANAGER? LEADER MANAGER?

Goal

- Visionary
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LEADER MANAGER

- Visionary
- Thinks Big
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Day-to-Day Thinker

Goal

LEADER MANAGER

- Visionary
- Thinks Big
- Sets Goals
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 - Inspires
- Motivates Using the Future
- Company Direction

- Day-to-Day Thinker
 - Drives Results

Goal

LEADER MANAGER

- Visionary
- Thinks Big
- Sets Goals
- Role Model
 - Inspires
- Motivates Using the Future
- Company Direction

- Day-to-Day Thinker
 - Drives Results
 - Keeps the Team Accountable

LEADER MANAGER

- Visionary
- Thinks Big
- Sets Goals
- Role Model
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- Motivates Using the Future
- Company Direction

- Day-to-Day Thinker
 - Drives Results
 - Keeps the Team Accountable
 - Deals with Issues

LEADER MANAGER

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 Future
- Company Direction

- Day-to-Day Thinker
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 - Deals with Issues
 - Raises Standards

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- Day-to-Day Thinker
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 - Lays Down
 Expectations

LEADER MANAGER

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- Day-to-Day Thinker
 - Drives Results
 - Keeps the Team Accountable
 - Deals with Issues
 - Raises Standards
 - Lays Down
 Expectations
 - Trains & Develops

GREAT LEAS DON'T TELL YOU



PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID,

PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID,

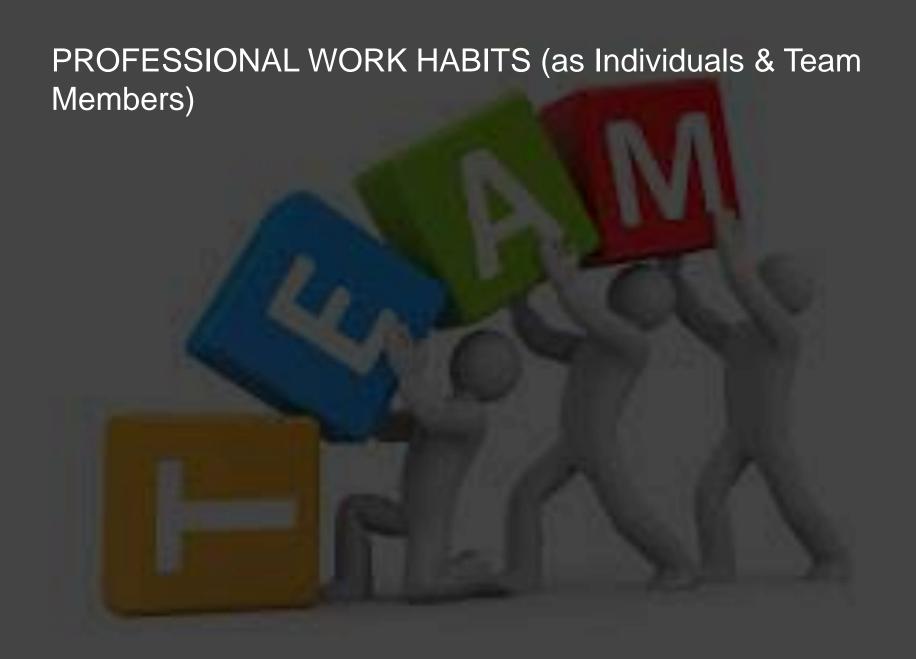
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL

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MAYA ANGELOU





 Each job helps build onto the foundation for your career/life



- Each job helps build onto the foundation for your career/life
- Your behavior is everything

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- Respect other positions (PA all the way to EP)
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 Don't race up the ladder stay away from "Failing Upwards"

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- Create a "Military Style" attitude to your work, your co-workers & overall protocol; respect the established hierarchy – LEAVE THE DRAMA AT HOME!

REPETITION

• Will build confidence

- Each job helps build onto the foundation for your career/life
- Your behavior is everything
- This industry/town is small people talk (but you should not)

RESPECT

- Respect other positions (PA all the way to EP)
- Respect where you are in life and in your career.
 Don't race up the ladder stay away from "Failing Upwards"
- Create a "Military Style" attitude to your work, your co-workers & overall protocol; respect the established hierarchy – LEAVE THE DRAMA AT HOME!

REPETITION

• Will build confidence

AND REMEMBER...



