

Film

L A D D E R S

Name of Speaker: Craig Hawkes

Company (representative of): Kaleidoscope CFA

Website: www.kaleidoscopeCFA.com



Background:

I am the founder and Creative director of Kaleidoscope Creative Films Agency and the co-founder of Foundry Films. As the creative director I am responsible for ensuring that the customers vision is fully realised through whatever creative means necessary.

The Business/Company:

Kaleidoscope CFA is a team of Artists, designers and filmmakers. We provide a wealth of knowledge and expertise towards whatever Creative solution is needed through the power of film. Our design is in our collaborative approach to embrace and take influences from all and every unique kaleidoscope.

Our belief is that the defining brand identity behind a product or a service are the people- the Director, the Entrepreneur, or even the Workforce. The 'YOU' is what gives the brand a humane, more approachable, and distinctively unique face. Our aim is to craft and film stories, in the form of unique promotion films, with YOU as the central entity around which the brand revolves.

Craig's presentation will be based on:

- *How you built your business? (Entrepreneurial storytelling)*
 - o *The business was built from an idea while studying at university. My simple aim was to provide a cinematic offering to businesses focusing on their entrepreneurial stories. Realising that most business choose not to focus on their story but instead tend towards flashy ads that do not build any connection with their potential audience. I began the business with 2 partners and over the course of 3 years I now fully own the business. I began that journey with no business acumen, a fine art graduate turn film student, I had to learn everything I know on the job. I will reflect on this story and pick out my key learnings and mistakes so you don't have to.*

- *What skills do you think young people entering your market should be upskilling in?*
 - o *There are a lot of technical skills that is required in our industry, however, most can be taught or improved upon throughout work experience opportunities. The one skill that we regard above all is the ability to problem solve with a creative solution to ensure the client always gets what they*



asked for. A lot of students are technically competent but most lack this ability, and we believe this can be developed by building your skills through a variety of experiences, both in work and life.

- *Advice and guidance for young people...*
 - o *Don't just concentrate on what you want, think about why you want to do it and what makes you different. Think about your personal brand and how you can offer something different from everyone else. Not in every situation is your skillset going to be a perfect fit but those that are confident in what they are capable of are often seen as great employees and collaborators.*

For this speaker book your place here: [Ladders Creative & Digital Careers Day 27th March](#)

