

Lenovo Creative Growth Tactical Guide



Windows 11



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How Dungeon Forward Creates More Time for **What Matters**

This Creative Growth Tactical Guide shows how Dungeon Forward uses Lenovo ThinkPad Copilot+ PCs, powered by Snapdragon® X Series processors, to bring structure to creative work. From concept to launch, it helps streamline workflows, strengthen storytelling, and move ideas forward with clarity and speed.

Building on the foundations of The Creative Designer Playbook, this guide explores how owner David Castro turns inspiration into product, story, and experience.

With Lenovo ThinkPad T14s, powered by Snapdragon®, and Microsoft Copilot, sketches, product concepts, and business decisions are transformed into structured workflows. Ideas move faster, storytelling stays consistent, and creative energy remains focused on the work that matters most.

What starts as inspiration becomes something tangible. Ideas move from concept to crown with clarity, purpose, and intent.



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Top Tips Before You Start

- Use Microsoft Copilot in work mode, where it can reference approved internal files, Teams messages, and SharePoint resources.
- Keep source material in one approved place within your ecosystem, like SharePoint, so the team and Copilot are working from the same information.
- Keep human judgement in the loop. Copilot structures the knowledge; people still check, decide, and improve the output.
- Check that you have the right Microsoft Copilot license, business account, and permissions before relying on internal documents or messages.
- Pick the device that fits your needs – if you have multiple locations, work from home on the occasional night, or travel for meetings, the Lenovo ThinkPad T14s, powered by Snapdragon® X Series processors, is the right option to keep you running even when unplugged.



Use OCEAN to Tighten Your Prompts

Before asking Microsoft Copilot for help, give it the context it needs:

Observable

What are you seeing in the business?

Concrete

What tools, numbers, products, people, files, or roles matter?

Evident

What proof, target, calculation, or outcome should be considered?

Assertive

What tone, format, or constraints should the answer follow?

Narrative

What changed, and why does this task now matter?

You do not need every element every time, but the more useful the context, the more useful the output.

1. Fast Break Storytelling

The Goal:

Turn raw creative ideas into fully realized product stories early, so launches stay on pace and the brand voice never drops off.

What the team did

- Develop creative briefs while researching in tandem, aligning story, audience, and product intent from the start.
- Map ideas from sketch and inspiration to final drop, connecting product, story, and release strategy.
- Bring past collections, campaigns, product stories, and brand voice into a shared creative hub.
- Consolidate inspiration, notes, references, and concepts into one workspace to keep ideas connected.
- Capture ideas in any format, then use Copilot to identify themes, uncover connections, and shape a clear creative direction.
- Expand concepts into deeper narratives, exploring cultural meaning, positioning, and product storytelling at speed.
- Review and refined wording through multiple drafts to sound consistent with the branding and core audience.
- Build product titles, descriptions, and launch-ready listings within the same workflow.
- Turn successful formats into reusable templates, creating a repeatable storytelling system for future drops.



Before you start

Give Copilot direction, not just a prompt. The stronger the input, the better the output. Start with a clear concept, cultural context, and intended audience to keep everything aligned with your brand.

Prompt example:

Dungeon Forward is a culturally driven brand that turns conversations, heritage, and lived experiences into wearable art. Act as an Assistant Creative Director.

- Help me build a creative brief for a Dungeon Forward collection inspired by Indigenous Florida history.
- **Start by asking questions about:** Cultural meaning, Historical context, Audience, Storytelling themes, Design language and Product intent.
- Then develop recommendations for narrative, positioning, motifs, and a release strategy that honors heritage and tradition.

The Outcome



10+ hours saved per product



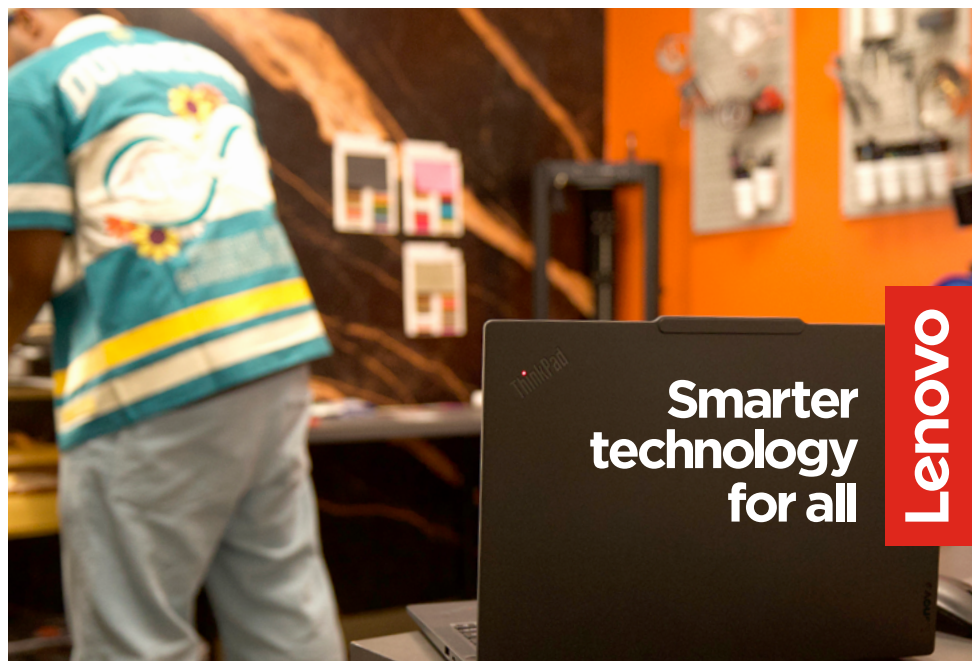
Up to 40+ hours regained on complex collections



Faster alignment across creative, storytelling, and product development



More time for the work that only the creator can do



2. Simplifying Operations with Custom Tools

The Goal:

Turn complex operational work into systems that accelerate decision making and production.

What the team did

- Mapped the behind-the-scenes work that powers every drop, from cost builds and pricing to production planning and supplier inputs.
- Broke each cost-center down into key variables, including materials, embellishments, complexity and production scale, so decisions are built on clear inputs.
- Brought together past calculations, vendor quotes, and internal knowledge into one shared system instead of scattered spreadsheets and messages.
- Standardized how inputs are captured, treating each calculation like a repeatable play rather than starting from scratch every time.
- Used Copilot to turn these inputs into custom tools, such as cost calculators and planning frameworks tailored to the brand.
- Refined outputs through iteration, improving accuracy and usability with each use.
- Saved and reused these tools so production decisions can be made faster and with consistency across releases.
- Shifted operational work from manual effort into a system that keeps everything aligned and moving forward.

Before You Start: Set the Formation

Strong tools depend on clear inputs. Before prompting, make sure your variables are defined.

- Break down your cost structure into clear components
- Include real production details such as materials, finishes, and volume
- Use consistent terms so outputs can be reused
- Think in systems, not one-off calculations

The clearer the setup, the smoother the execution.



Prompt to adapt:

Create a reusable streetwear production cost calculator.

Include: Product type, Base cost, Material and GSM adjustments, Embellishment costs, Complexity level, Production quantity

Calculate: Unit cost, Total production cost, Suggested markup, Client quote and Profit margin.

Provide a structure that can be reused across future apparel and headwear collections.

The Outcome

What once required extensive analysis and back-and-forth calculations can now be evaluated in minutes.



3+ hours saved per use



Faster pricing and production decisions



Immediate visibility into cost drivers and margins



Less time exploring options, more time moving projects forward

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3. Reclaiming Time for Creativity, Community, and Leadership

The Goal:

Cut down time spent on repetitive, behind-the-scenes work so more energy goes into creative direction, community, and leading what's next.

What the team did

- Looked at where time was slipping across the day, from admin work and repeated tasks to constant back-and-forth decisions that break creative flow.
- Mapped everyday activities like planning drops, internal conversations, and capturing ideas that often live across different tools and moments.
- Brought those workflows into one connected system, so nothing gets lost between messages, notes, and quick conversations.
- Used Copilot to turn rough thoughts, voice notes, and meeting conversations into clear summaries, next steps, and decisions.
- Applied Copilot across daily work, from refining creative ideas and writing copy to structuring plans that would normally take extra time and focus.
- Reduced constant switching between tasks by keeping Copilot active as a working layer, helping maintain rhythm across the day.
- Shifted repeatable or low-value work into structured flows, so energy stays on creative thinking instead of admin.
- Reused prompts and outputs to build consistency, making each workflow faster and easier to run the next time.

Prompt to Reclaim Creative Time

Based on my current work, identify tasks that are taking up too much time and suggest how I can reduce, delegate, or streamline them so I can spend more time on creative direction and strategic thinking.

Assistant Manager Style Prompt (Campaign Aligned)

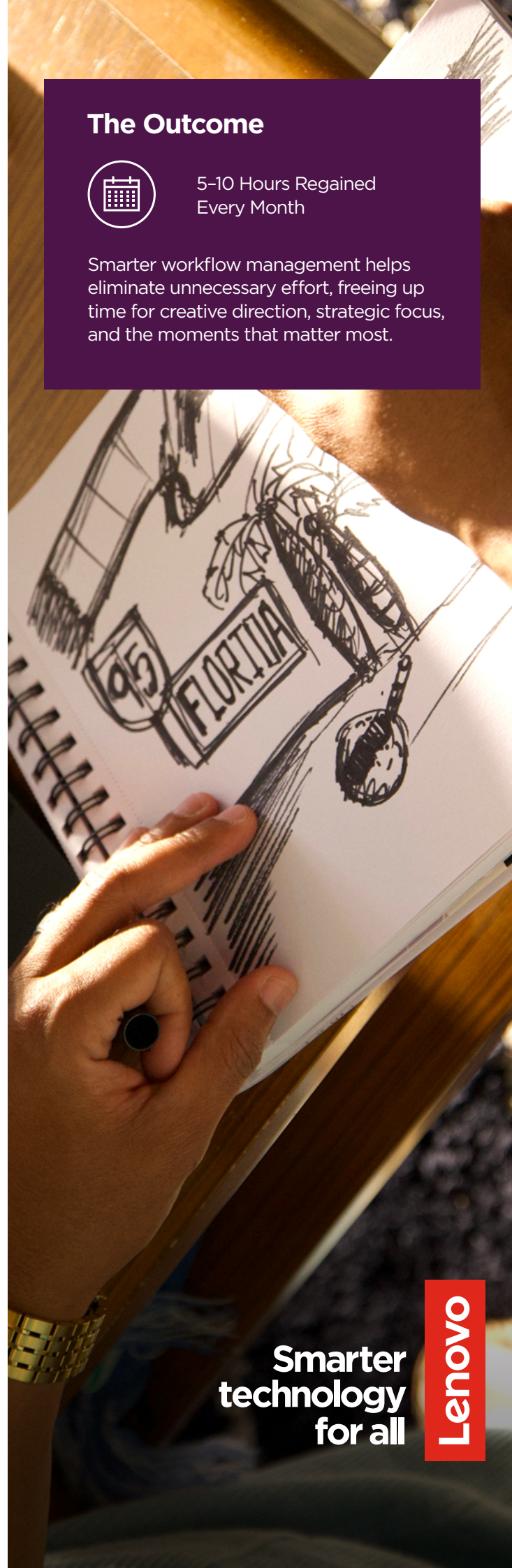
Act as my assistant manager. Review my current priorities and tell me what I should focus on, what can be simplified, and what can be handled more efficiently to keep everything moving forward.

The Outcome



5-10 Hours Regained Every Month

Smarter workflow management helps eliminate unnecessary effort, freeing up time for creative direction, strategic focus, and the moments that matter most.



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Build Your Own Assistant Manager

David Castro's approach works because it builds on how Dungeon Forward already creates. The ideas, the storytelling, and the way each drop comes together are already there. The difference is moving that creative energy out of scattered notes, conversations, and memory into a system where Microsoft Copilot can help shape, structure, and carry it forward.

- Instead of chasing ideas across platforms or rebuilding from scratch, the work becomes connected. Stories develop faster, decisions stay clear, and every release builds on the one before it.
- Start with one repeatable workflow. Focus on a single moment in the process, a product story, a drop plan, or an operational task, and build from there.
- Bring your inputs together first. Concepts, references, past collections, and production details create stronger outputs when they are organized upfront.
- Keep everything connected. Store ideas, decisions, and updates in shared spaces so nothing gets lost between conversations or platforms.
- Ask for the format you need. Whether it is a product narrative, campaign plan, cost breakdown, or structured brief, clarity in format drives better execution.
- Stay close to the work. Review outputs carefully, especially anything tied to pricing, production, partners, or brand voice.
- Guide the voice. Shape outputs with your tone, language, and cultural context so everything reflects the brand authentically.
- Build as you go. Every drop, decision, and refinement strengthens the system, making the next release faster and more consistent.

Build your system. Stay in motion. Keep the play alive. Every drop sharper, every move with purpose. #CrownYourself.



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