

Marketers are typically an optimistic tribe – this energy has many advantages but also comes with blind spots »»



One trap is to put everything into the development and launch of an initiative, and less energy on implementation and follow-up »»



Although admirable attributes, passion & hope **aren’t enough** to land things with confidence »»



Instead – it’s important to adopt good habits (systems) to act as a floor under performance »»



“You do not rise to the level of your goals.
You fall to the level of your systems” »

– James Clear
author Atomic Habits



One simple but effective tool for marketers is to routinely conduct a ‘pre-mortem’ on launches & other initiatives »



The pre-mortem requires your team to ‘fast forward’ to some future point and assume that the product or initiative has just **failed**... »»



Work backwards to the present day, identifying reasons why the failure occurred

Next prioritise the contributing factors – think about impact -vs- likelihood to figure out the **most critical** risks »»

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Last – and most important – the team designs and implements systems or “habits” that will help **prevent** those failures happening »»



I help executives in marketing & their teams to discern & execute on a smaller number of meaningful things

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