

The Marketing Seminar Story Skills TPF/TFW

AKIMBO altMBA

# Right here and right now

**The urgency of creativity in marketing and leadership**

# Road trip...

**Where are you headed?**



Booth's  
Furniture Appliances

ANNIVERSARY  
SALE SAVE  
UP TO  
70 PERCENT  
OFF

**KABOOM  
FIREWORKS**  
**OPEN** FRI 12-8  
SAT 10-6  
1-800-222-0000  
SALE ENDS 8/10/08

4

GET THEM HERE

**FIREWORKS**

**DISCOUNT PRICES**



**Country  
Style**

**Super Coffee**

**drive thru**



NASCO

PROPANE

CASH MACHINE INSIDE

Interac

GET THEM HERE  
FIREWORKS  
DISCOUNT PRICES

Propano

y Market

Interac

Propano

Charcoal Barbecued  
**WEBERS**  
Hamburgers

OPEN





CANGO

Self  
Serve

7.15

*Tim  
Hortons*

NEW YORK FRIES

← OPEN 9 TO 6 DAILY  
WWW.CANDY  
SHOPPE.CA



WWW.  
**CANDY  
SHOPPE**

WWW.  
**CANDY  
SHOPPE**









# What is marketing?

**It's not advertising and it's not hype.**

**The world is topsy turvy**

**And it's also the most stable it's ever going to be again**



# Operations is marketing

**If you touch the market, that's your job**

# Intentional design

**Who's it for and what's it for?**

# The smallest viable audience

**It's never been for everyone**

# Practical empathy

**“We’re not the same, and that’s okay”**

# Treat different people differently

**It's the only way to allocate resources appropriately**

**And what  
should I tell my friends?**

**Ideas that spread, win**

# Status roles

**Affiliation and dominance**

# Brands and logos

**What does it mean to be trusted?**



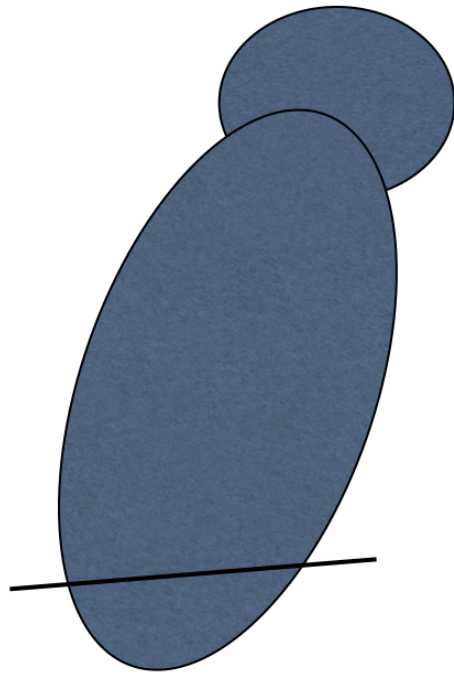
# Leadership ≠ Management

**Only one is voluntary**

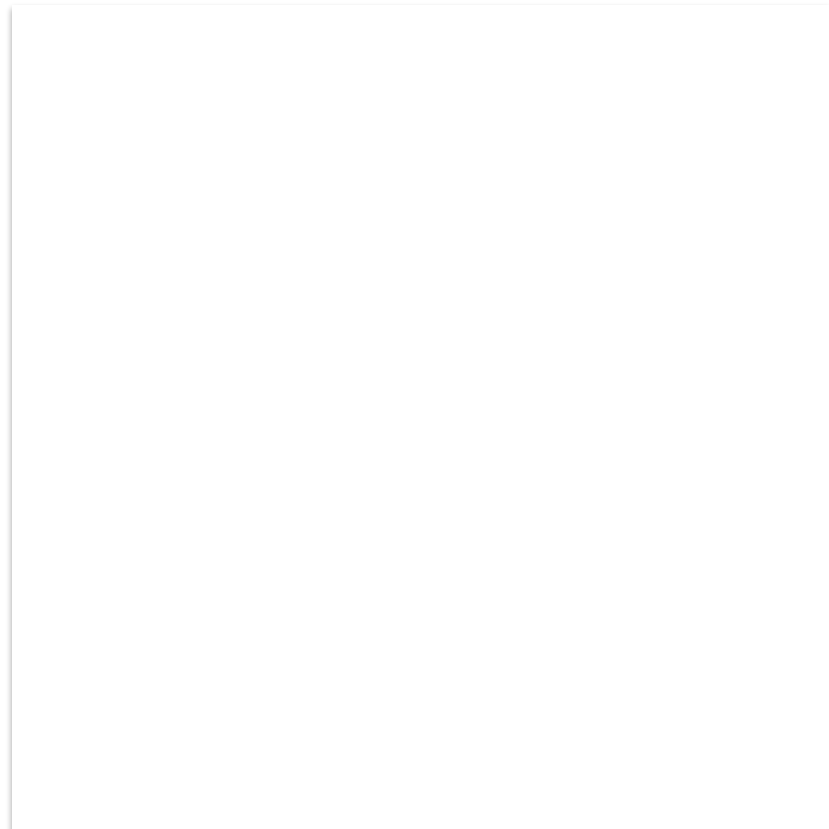
**What would you do if you knew  
you would fail?**

**Work worth doing**

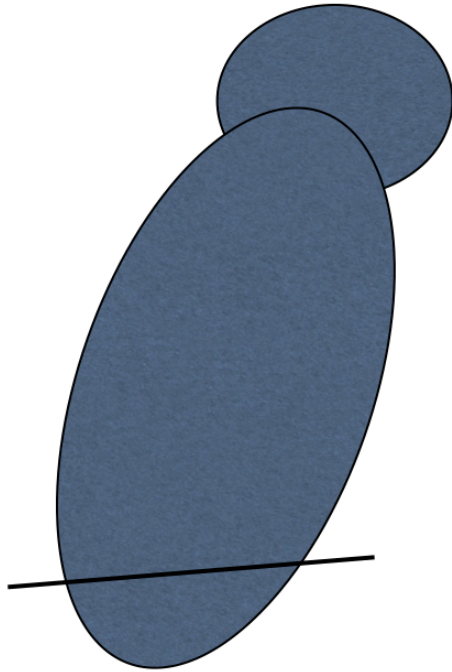
# How to draw an owl.



Step 1: draw two ovals  
and a line



# How to draw an owl.



Step 1: draw two ovals and a line



Step 2: draw the owl.

# The plane to Albany

# Do your job

**What is your job?**

# Make things better

**By making better things**

# Learning how to juggle

**...is about learning how to throw.**



# Meeting culture

**Who built it?**

# Imposter syndrome

**Do you feel like a fraud?**

# People like us

**...do things like this**

# Attitudes are skills

**Which ones are you hiring for or teaching?**

# Learning $\neq$ Education

**Will this be on the test?**

