

# Effecting Change

@tomcritchlow





Do You Struggle To Get Things Done?



# What Are We Trying To Change?

Behavior

Attitudes

Processes

Culture

Decisions

Organizational

Assets



# What Are We Trying To Change?

Behavior

Attitudes

**Processes**

Culture

**Decisions**

Organizational

**Assets**





# Processes





Decisions





Assets

# How Do Projects Fail?



# The Types of Fail

**THEM**

Change Too Radical

Communication Issues

ROI of Change Not  
Clear

Not enough knowledge to  
convince them

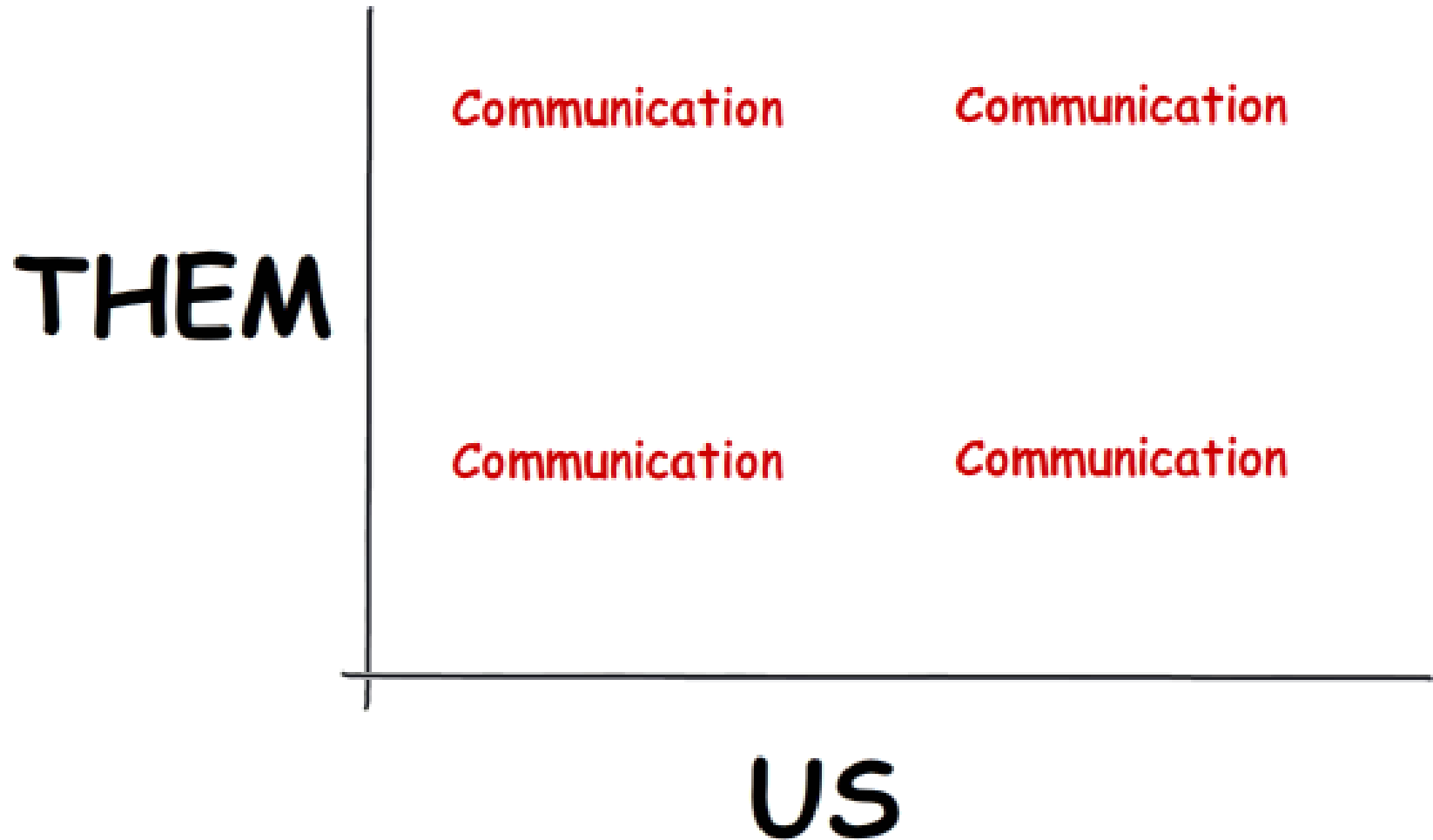
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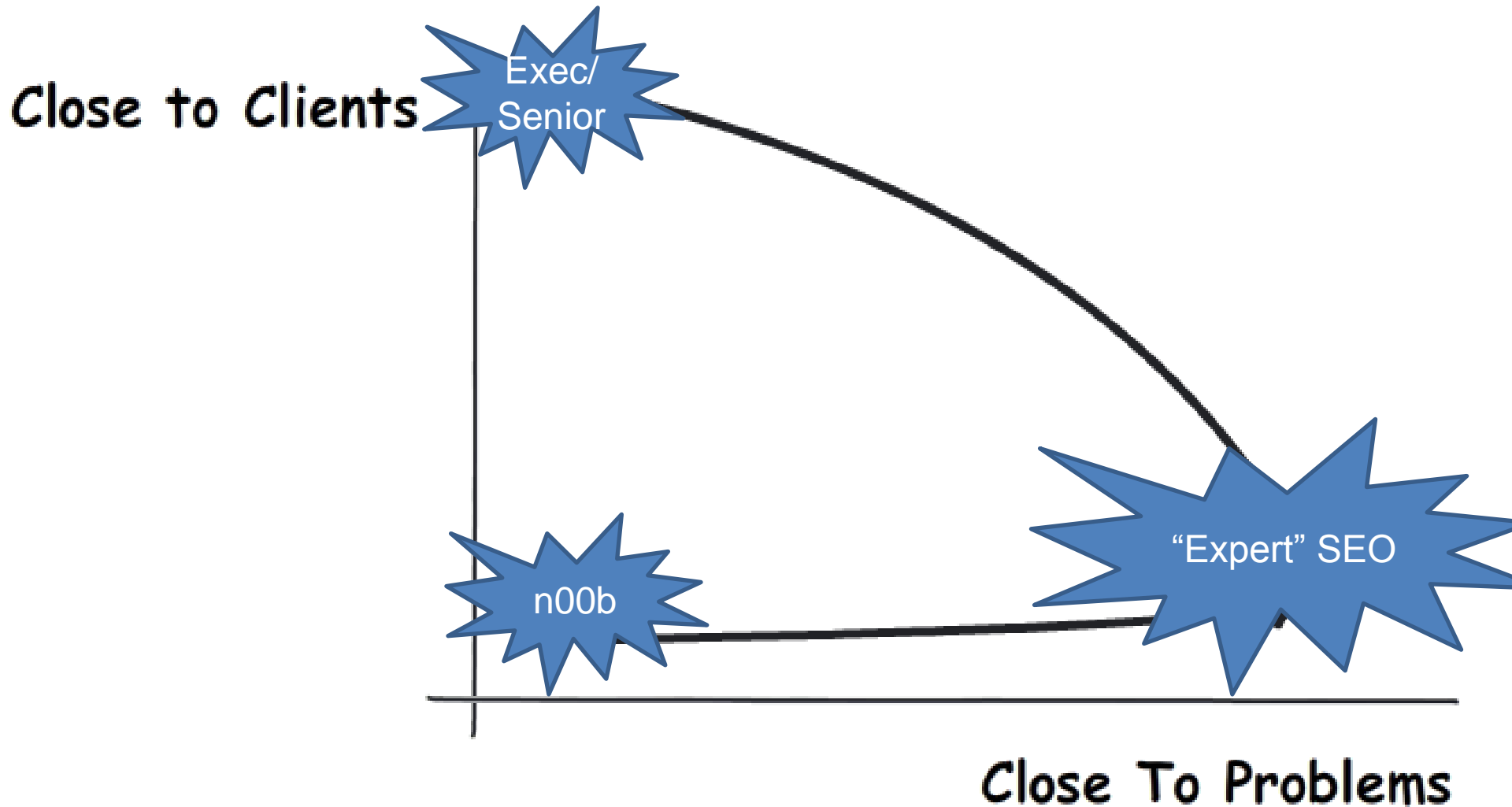


Everything Is Your Fault

# Communication Solves All Problems

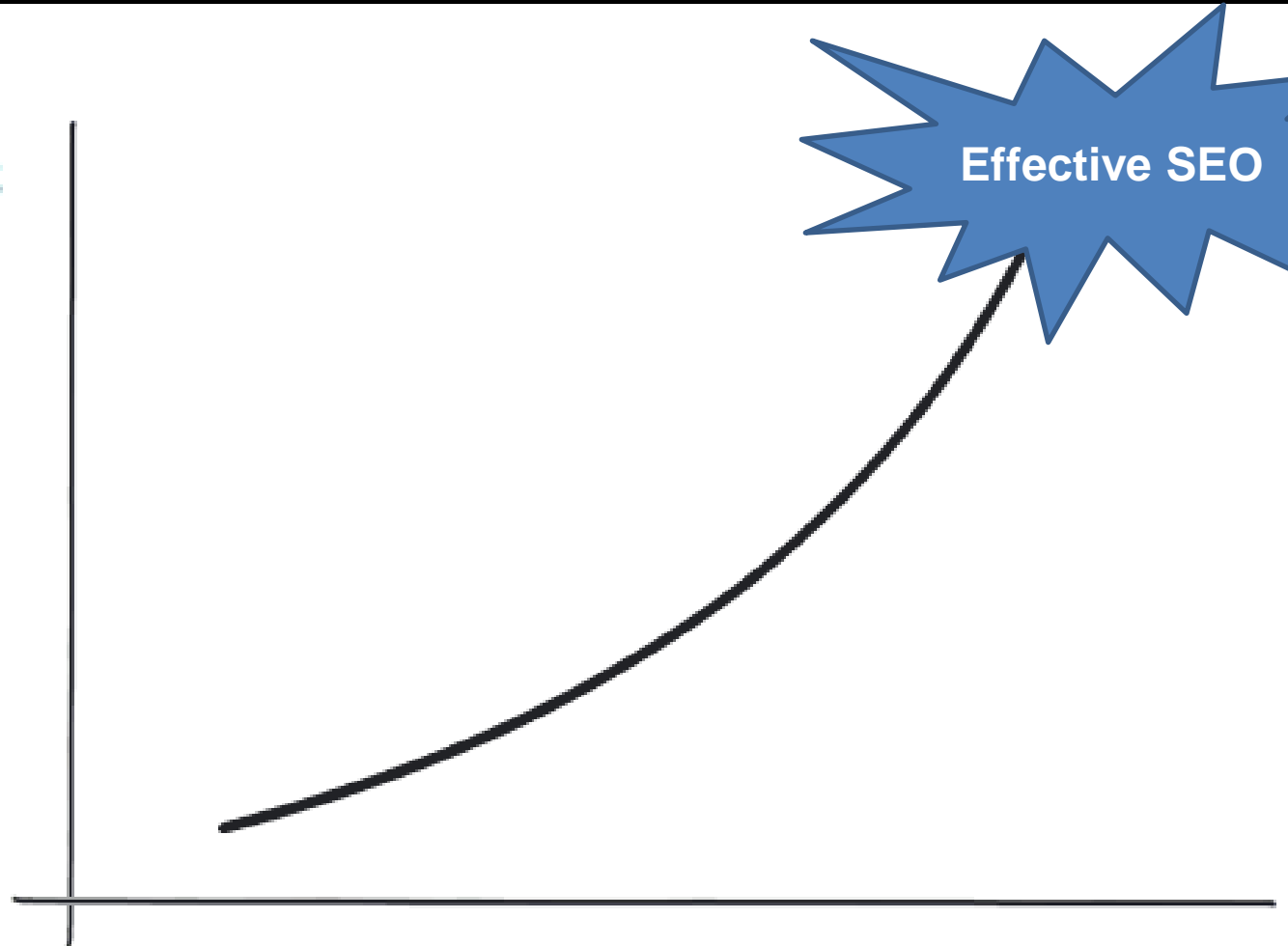


# The Typical Career Path



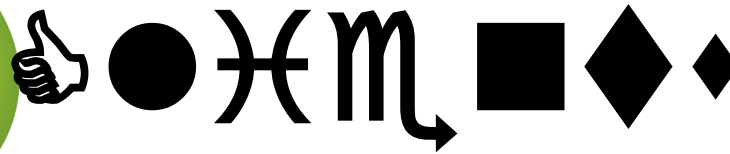
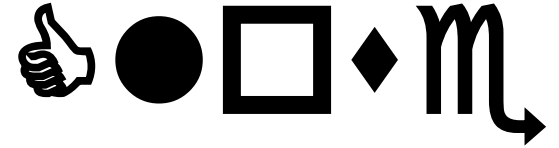
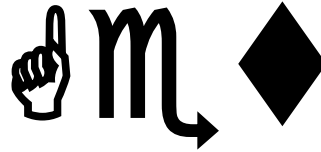
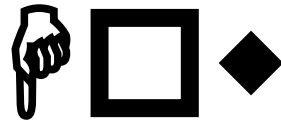
# Get Close To Clients

Close to Clients



Effective SEO

Close To Problems



When I'm writing a report or strat doc clients seem like they're the devil. Then I go see them and remember they're the best part of my job

6:28 PM Aug 17th via Twitter for BlackBerry®



**crockstarltd**

Samuel Crocker



Talk Often



Understand Their Personality Type

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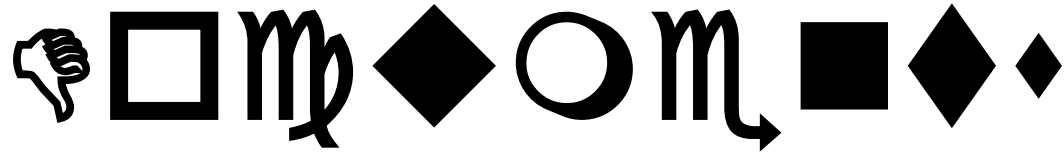
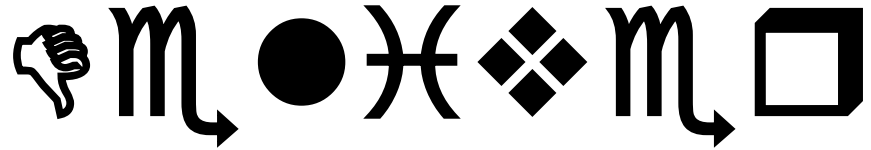
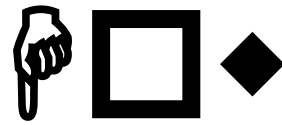
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Get Close To The Team





The Deliverable Is  
Change





Documents != Change



Pre-Deliver Everything



# How To Reduce Documents

Short Executive Summary

Present at a Meeting

Work Client-Side

Implement/Improve a Process

Train a Team

Write Specs not Strategy Documents



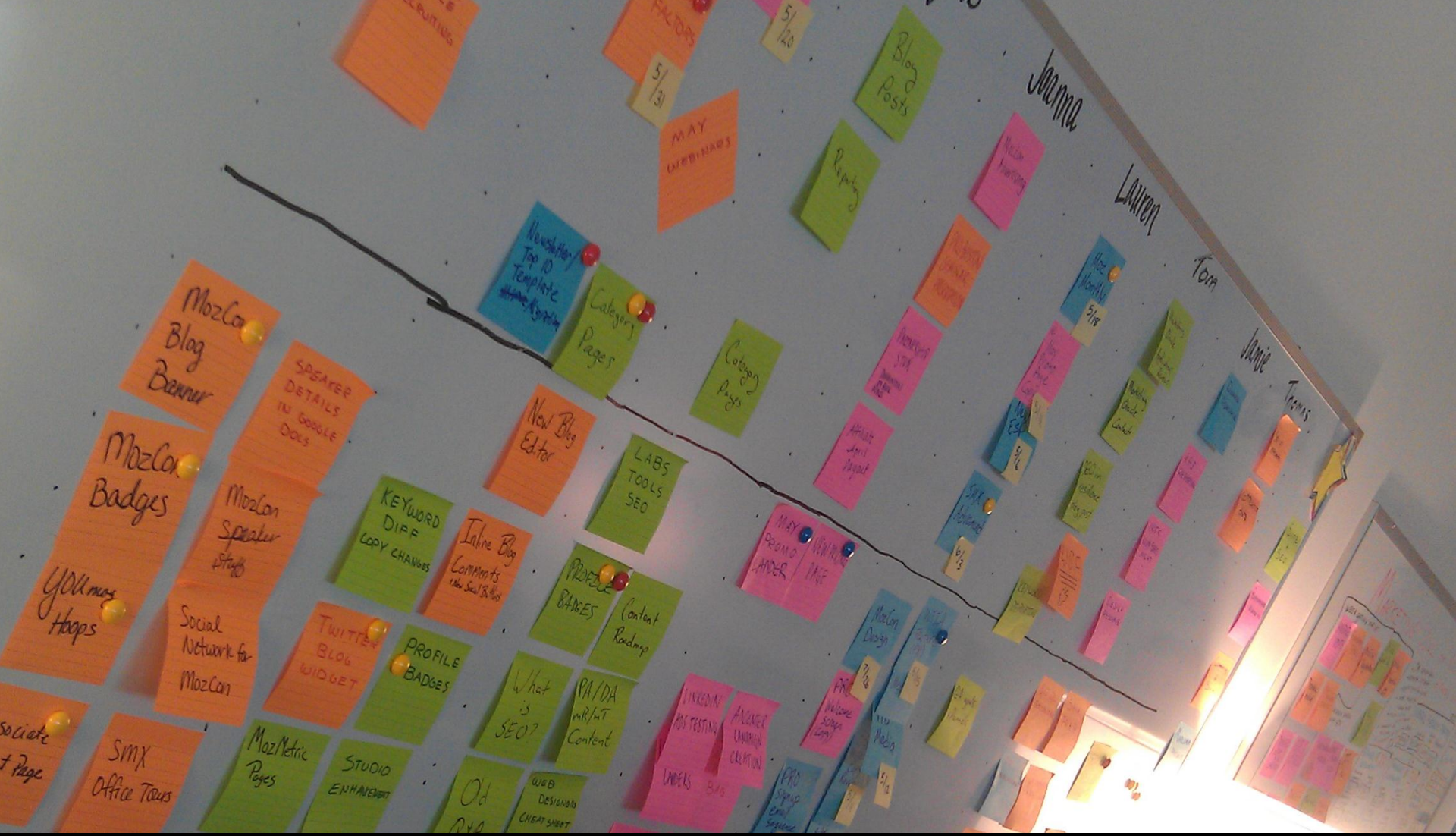
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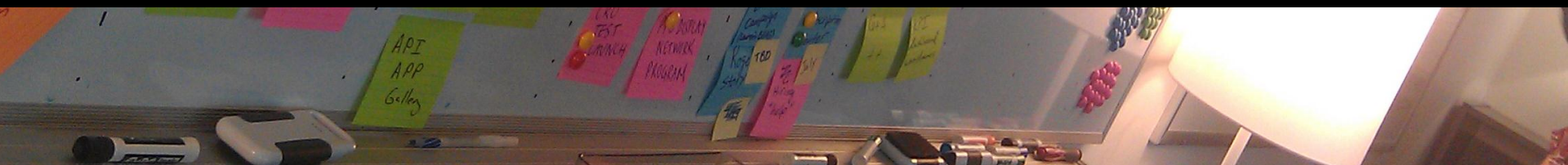
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# 1) Know The Processes



## 2) Sell The Vision



3) But Make The Path Easy To Follow





“

The launch of the competition should be promoted via regular PR activity including email marketing & press releases

Fail



# Focus on Actions

- Do they have a PR agency?
- Who manages the PR activity?
- What is the PR schedule?

“

The car industry and the car enthusiasts industry is large. By reaching out to them via your blog you will get links in return

Fail





# Focus on Actions

- What resources do they have?
- Do they know how to find related blogs?
- Do they know how to do outreach?

“ Pure  
unadulterated  
hustle

- Fred Wilson  
[dis.tl/avc-hustle](https://dis.tl/avc-hustle)



# **The Distilled Method**

- **Processes, Assets & Decisions**
- **The Deliverable is Change**
- **Pre-Deliver Everything**
- **Communication Solves All Problems**
- **Make The Path Easy To Follow**
- **Be Close To Your Clients**
- **Pure Unadulterated Hustle**



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