***Pub Context***

**Explain your strategy to someone who knows nothing about your business to ensure it makes sense to everyone who uses it.**

It's easy for organizations to believe their own hype and lose sight of how things appear to the outside world. But that's precisely what matters when it comes to brand. Use this tactic to reveal the most simple, un-hyped version of your strategy - the one that will really stick.

1. Find someone with no knowledge of your business, and no interest in it either. This could be a friend, family member, or even a random person in the pub.

2. Arrange to have a recorded conversation with them.

Explain your strategy: what your value offering is, why you think this will give you leverage in the category, and why it makes you different from your competitors.

Tip: do this off the top of your head. No notes or visual aids.

3. Invite questions, and answer them until your partner has a clear understanding.

4. Transcribe the conversation and edit it down so you have your core argument, in the language you used in the conversation. Capture the key turns of phrase that really made the penny drop for your partner.

This is your maximally clear and accessible version of your strategy - free from the jargon and padding your internal version likely had.

Take this, learn it by heart and use it to ditch The Deck.