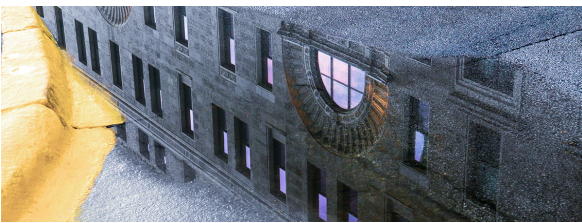


Find your brand's POV

When a brand expresses a point of view about the world it shares with its customers, it deepens the connections between them.

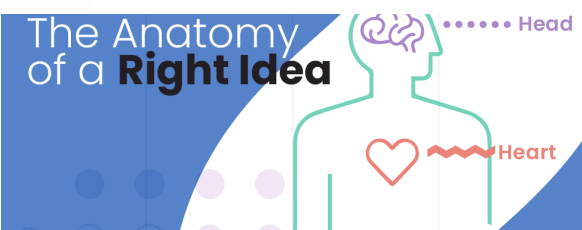
Erika Dale
Head of Strategy



Why good ideas aren't enough

A framework for creative solutions needs to be right for the problem it addresses — and engage the heart, head, and body.

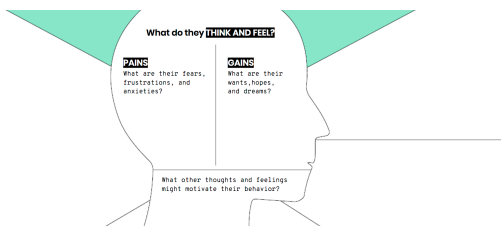
Erika Dale
Head of Strategy



Are you working on an object? Try working on subjects instead

The Empathy Map is designed to put relationships first in the creative process.

Andrew Kessler
CEO



Enterprise tech marketers, meet your moment

Don't let the anxiety of slashed budgets and stalled sales convince you that you should sit on the sidelines.

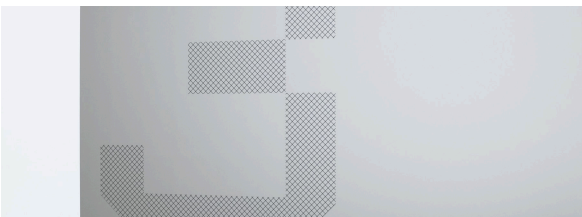
Jon Itkin
Director of Strategy



Three-Layer Storytelling

The knowledge you need to tell a story that compels an audience.

Steve Bryant
Head of Content



24 Essential Frameworks for Making Creative and Marketing Decisions

The tools you need to innovate and make better decisions in creative marketing and beyond.

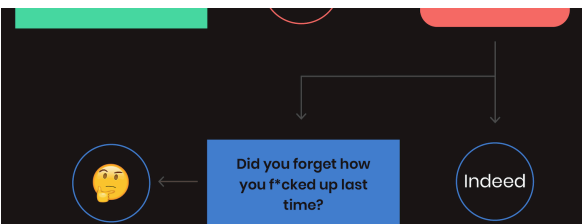
Steve Bryant
Head of Content



Why Is This Taking So Long? A Cognitive Bias Decision Tree

A handy guide for understanding the planning fallacy, self-serving bias, and other reasons your project is behind schedule.

Steve Bryant
Head of Content



How to sell an idea as an introvert

Just because people are loud doesn't mean they're right.

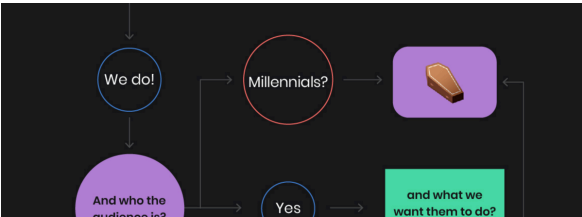
Rae Paoletta
Senior Content Strategist



Assumptions about the problem to be solved lead to solutions that don't solve anybody's problem

A handy decision tree for better creative briefs.

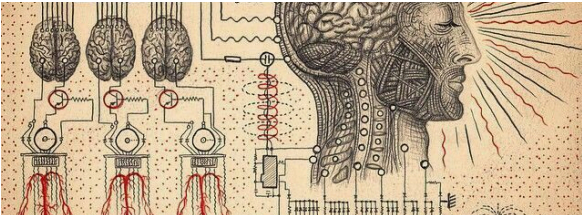
Steve Bryant
Head of Content



Don't persuade. Explain.

Lessons from AWS Re:Invent, explaining super complicated ideas, and avoiding the curse of knowledge.

Steve Bryant
Head of Content



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Human Conditions

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