Carl Thompson

* Strategic Planning
  + Our job is tougher now than ever before AND it is more painful when you miss
    - Very expensive to get a client
    - Rarely if ever get a second chance
      * Chief Marketing Officer averages only 18 months
  + Why plan?
    - The subjective nature of “ideas”
      * It provides the permission to believe
      * Measurement and accountability
    - The perception of agencies and those that practice advertising as “lightweights”
      * We have to be McKinsey’s with a creative departments to survive
  + Final Thought
    - Creative talent that can think strategically is the hardest and most valuable asset in any agency
  + Fun, Fame, or Fortune