

12 Battles™ Framework:

- 1 **ACCEPT** that you deserve and will achieve guaranteed Marketing outcomes.
- 2 **ACKNOWLEDGE** that you don't really know thy customer.
- 3 **CHAMPION** market research as a do-or-die investment.
- 4 **EMBRACE** the power of attribution modeling and stop accepting bad data.
- 5 **OWN** an opening in the Brandscape.
- 6 **TORCH** your existing strategy unapologetically if needed.
- 7 **ADVOCATE** for an investment in each stage of the customer journey.
- 8 **CHALLENGE** your team to make powerful strategic shifts grounded in research versus tradition.
- 9 **PREACH** the good word of disciplined optimization.
- 10 **COMMIT** to building a pay-for-performance team around your strategy, not vice versa.
- 11 **REQUIRE** a powerful CEO Marketing Dashboard and Documented processes.
- 12 **INSPIRE** your team to stand behind their ROI projections