

The Just Workshop

The Just BE Workshop from the Brothers Einstein is a full-day, hands-on workshop designed to help senior marketing managers and executives lower the barriers to inspiration and innovation and restore common sense to its rightful place atop the hierarchy of modern management tools...

Introduction

- **Objectives**

- Lower the barriers to inspiration and innovation
 - Inspiration and innovation ride the same wind
 - We don't find them, they find us
 - We need to clear a path for them to enter our lives
 - Prepare for bad black swans
 - Invite good black swans
- Restore common sense as the primary decision-making tool
 - Common sense as an act of faith
 - Common sense versus expertise
 - Common sense as a victim of unchallenged orthodoxy
 - Digital mythology as the new orthodoxy
 - Faster, smarter, better
 - Faster, but neither smarter nor better
 - Diversity of thought (democratization of media)
 - Digital bias favors large institutions over individuals and accelerates media consolidation
 - Saves time
 - We lavish all our time on all our time-saving devices
 - The end of leisure time
 - What happens when office productivity tools are marketed as consumer products
 - Enhanced accountability
 - Excess intermediation and expertise
 - Statistics and metrics as modern numerology
 - Expertise as the high priesthood (and false god) of Technopoly
 - What works versus what can be sold
 - Digital scale versus risk mitigation
 - The perpetual perpwalk
 - The scandal isn't big enough unless there's an Ivy League MBA at the top

Contact the Brothers Einstein...

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The Just Workshop

- Media performance
 - Message and functionality sometimes perform but media don't.
 - Common sense as a victim of fear
- **Strategy**
 - Subtract and disintermediate
- **Tactics**
 - Slow down
 - Let go of things that don't work
 - Embark on a process of deliberate simplification

Barriers to Inspiration and Innovation

- **Default acceleration**
 - Commodifies time
 - Time is our most precious inventory
 - The quality of our lives reflects how and where and with whom we spend our time
 - Warps our priorities to promote quantity over quality
 - Quality is a function of time
 - We become our attention
 - Converts us into tools of our tools
 - Introducing the *Media Log*
 - Media represent the most ubiquitous interface with our own technologies
 - Foreground versus background media
 - Lean-back versus lean-in media
- **Inertia**
 - We become our attention
 - Too much clutter, too much noise (external and internal)
 - Too much media
 - Too much information
 - Too much brand new old thinking
 - Digital as the rigid new orthodoxy
 - Introducing the *Centrifugal Map*
 - Life on the edge
 - Utterly reactive
 - Reacting to bad black swans
 - Failing to recognize good black swans
 - Perpetual crisis management
 - Life in the center
 - Time for proactive deliberation
 - Preparing for bad black swans
 - Inviting good black swans

Removing the Barriers to Inspiration and Innovation

- **Slow down**
 - Be conscious of tool-driven acceleration
 - Introduce new thinking from outside your industry
 - Designate a no-electronic-media lounge
 - Conduct regular asset/liability reviews
 - Identify and correct recidivism
 - Move communications up the psychological impact index
 - Face-to-face
 - Videoconferencing
 - Phone
 - Letter
 - Email
 - IM
 - SMS
 - Put first things first
 - Don't prioritize your schedule, schedule your priorities
 - Become your attention
 - In the hierarchy of things that matter most in each marketing campaign, put the message first and the media last
 - Look for means to induce positive friction to create opportunity
 - Look for opportunities to create positive friction
 - Negotiations
 - Creative messaging
 - Online media that offer an excuse to lean back
 - The oyster builds a pearl around a grain of sand to soothe the irritation
- **Let go of failure**
 - Promote a culture of sustainable failure
 - Attack your weaknesses
 - No one learns from success
 - Failure as the overture to success
 - Use metrics to define failure, not success
 - Introducing the *Inertia Tax*
 - Promote accountability as a reward
 - Seek out failure
 - Always request the bad news first
 - Admit mistakes ASAP and move on to the next failure
- **Embark on a process of deliberate simplification**
 - Say no to needless complexity and clutter
 - Don't chase other people's string
 - Put first things first

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- Don't prioritize your schedule, schedule your priorities
- Become your attention
- Conduct regular asset/liability reviews
 - Identify and correct recidivism
- In the hierarchy of things that matter most in each marketing campaign, put the message first and the media last
- Don't check your email for the first hour each morning
- **Introducing *My Ritual Inventory***
 - All of our time is spent in relationships with people and things
 - The rituals in our lives govern how and where and with whom we spend time in our relationships
 - Compulsive ritual
 - Meaningful ritual
 - Ritualizing common sense

Case Study