

# Video Transcript Edge Marketing Cornerstones

July 14, 2023

By Stephanie Chadwick

This transcript was generated by artificial intelligence. CUES accepts no responsibility for errors in this document.

**Stephanie Chadwick** 00:00

Marketing is a wild ride. Things can go from lighthearted and so fun to serious and scary in a blink. This is a roller coaster moment, and marketing is full of them over my 25 years in the industry. I've lived through Y2K, the 2001 recession, the attacks of 911, the 2008 housing crash, the Great Recession, wildfires, the COVID-19 pandemic and so much more. And I've had four babies along the way, including a set of twins at the age of 40. And I'm still married.

00:32

In my role as a CEO of a full-service ad agency, this experience has taught me to approach leadership, business and marketing with a more holistic, people-first mindset. The people have to come first. The individuals on your team showing up to work each day aren't just a slice of a person, they're a whole person with all of the everyday life issues tagging along for the ride. Every person on your team comes with a unique set of organic variables. Some of these unknowns may end up contributing to one of your roller coaster moments, and some might help your team brave the wild ride.

01:10

In this video, I'll cover the four marketing cornerstones. These four marketing cornerstones will help you build trust in your strategic thinking and your leadership aptitudes so that you are better equipped to brave those roller coaster moments with grace and integrity and keep people first. These marketing cornerstones are be consistent, be proactive, be communicative, and be positive. Let's take a closer look.

01:38

First, be consistent whether things are great or not great. Be consistent in the information you provide to your leadership team. On top of that, be sure to project consistency with your own demeanor, attitude and communication. You are a solid rock, a pillar of strength, the embodiment of fortitude in the middle of a storm, a reliable sounding board and trusted partner and teammate, a resilient leader in good times. While there is less scrutiny, providing data, innovative ideas and scenario planning along with poise and calmness will boost confidence in your personal leadership skills and strategic mindset, making your presence a sought-after resource during those roller coaster moments. So be consistent. No matter if you're currently in the grind, or enjoying a moment of glory.

02:31

Next, be proactive. This is where you need to put drops in your trust bucket and make sure you keep it nice and full. When you're proactive, you're demonstrating an enterprising mindset. This gives you the advantage of thinking ahead and giving shape to a variety of scenarios before they are realized. By being proactive, you're also putting drops in the bucket so that when the inevitable roller coaster moment and all of the enhanced scrutiny that tends to ride with it arrives at your doorstep, you'll be ready. When you are proactive, your voice and contributions will have much more resonance. When you have the opportunity to influence, this work you've done will help effect change and contribute to good decision-making.

03:17

The third marketing cornerstone is be communicative. Have you noticed that assumptions are commonly made in the mystery of silence? Unfortunately, they don't tend to have a positive bent. Here's the deal. If leadership isn't hearing from you, it gives a poor impression that sabotages confidence. Even if you aren't communicating well because you're just so busy managing the success of all your great ideas, it's not good. If your leadership team has a feel for what's happening on your watch, that provides provenance as well as ownership from those that have the final say. This directly affects your team and your goals and the organization at large both in the short and long term. And if your team isn't hearing from you, well, that's a whole other bag of sour candy. So communicate. No matter if times are glorious or grinding, it's in everyone's best interest if you err on the side of over communication. This will protect morale with your team and shore up continued confidence in your leadership.

04:16

Lastly, be positive. Being positive goes a long way. It's okay to experience stress. We all do. However, acting stressfully puts others on edge and strips them of confidence in you and your leadership. When you respond to stress by being stressed, your brain actually stops working. It's fight or flight in the most primitive sense. We are not running from dinosaurs anymore. So be sure to take a deep breath and get your head straight before you interact with others. It's important that you get the support you need as a leader so that you can provide the lift your team needs and not contribute to the problem instead. Remember, people rely on you to set the tone and to provide feedback and direction. If you are spiraling and frantic, they will feel unsteady and be unproductive.

05:06

Those are your four marketing cornerstones. Be consistent, be proactive, communicate and be positive. Engaging these four areas of focus will help you build confidence and sustain a resilient team, all while being able to see your way forward even when the ride is chock full of twists and turns. To help you internalize the four marketing cornerstones and run with them, download our guide and worksheet. So no matter what industry you work in, we need more leadership that is equipped with the tools to brave this wild ride with grace and integrity, leaders that understand the impact of leading with empathy and flexibility leaders that aren't afraid to put people first.