



5 Steps to Success



Domestic
& General

1. Define A Clear Strategy
2. Understand Your Journeys
3. Capture Ideas
4. Keep It Simple
5. Communicate



Working at a team across channels and across journeys



Why ?



How ?



What ?

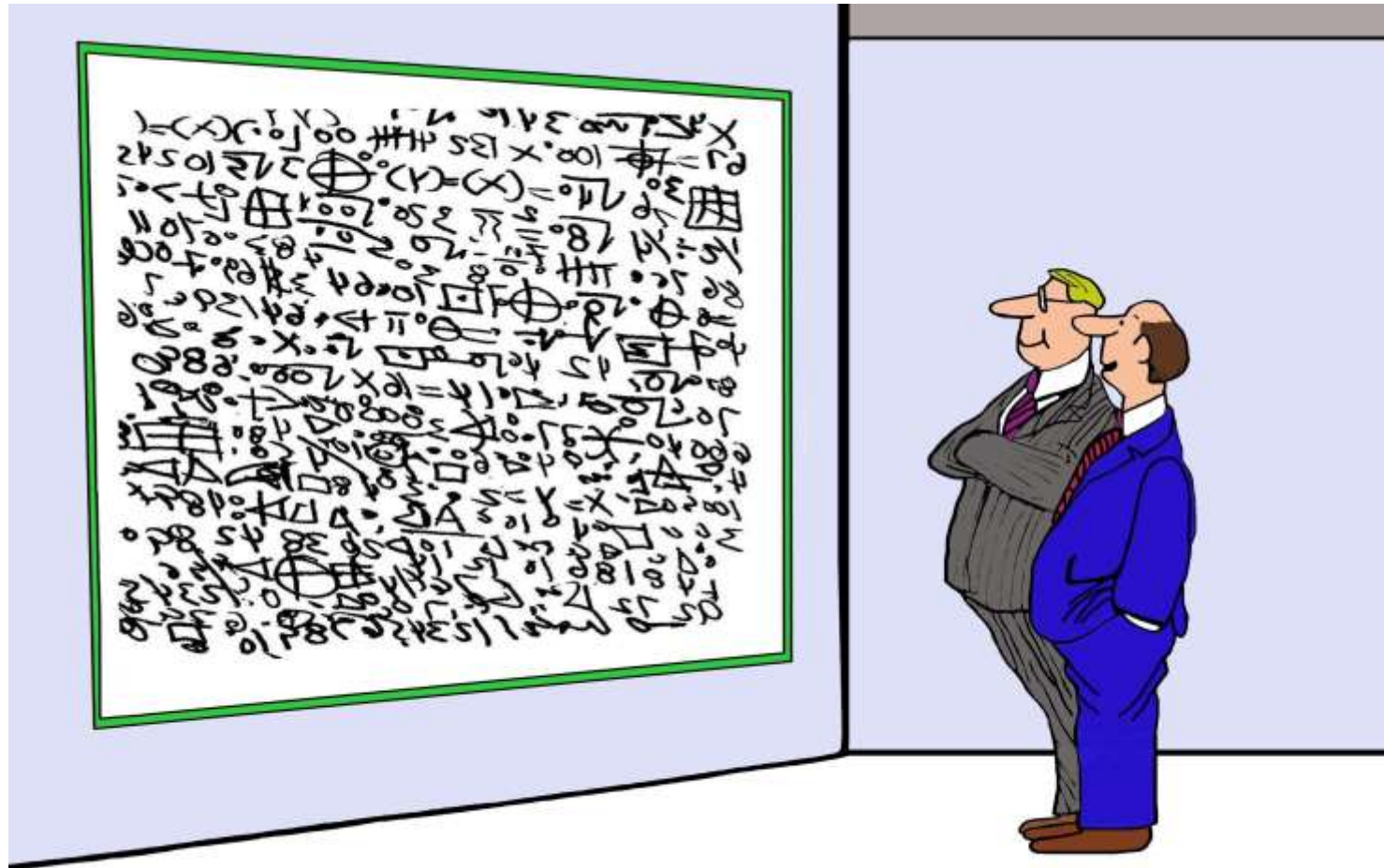
1. Define a clear strategy



2. Understand your journeys



3. Capture Ideas from all your areas of insight



“When you put it like that, it makes complete sense.”

4. Keep It Simple



5. Communicate , Communicate , Communicate