



Overnight Successes That Weren't- Incremental Change Delivers Breakthrough Moments

“Breakthrough moments are often the result of many previous actions, which build up the potential required to unleash a major change.”

– James Clear, *Atomic Habits*

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What if we had it all wrong?

BHAGs, SMART, KPIs, MBOs



Going, going. Back, back.

The dreaded fall back.

But... why?



ALCATRAZ ISLAND

Start

SAN FRANCISCO BAY



Finish

AQUATIC PARK

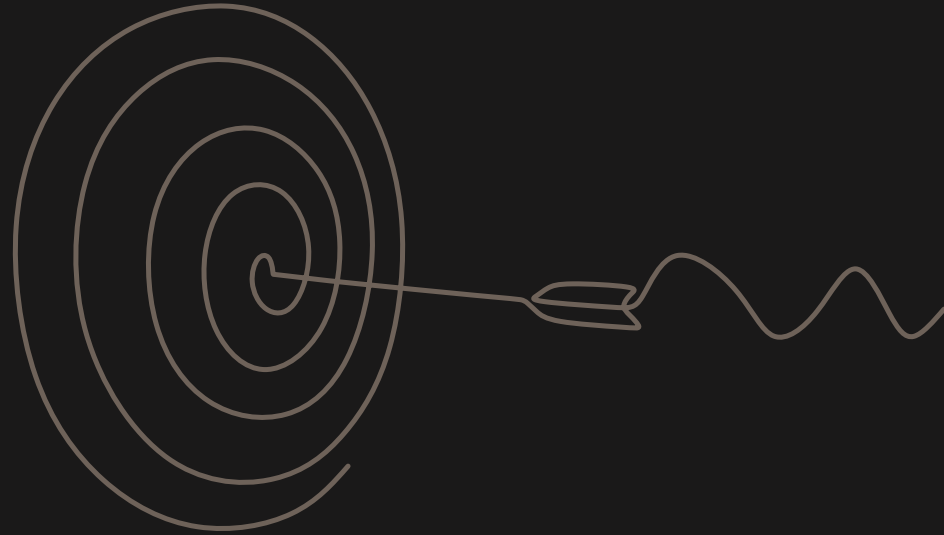
WE ALL FALL BACK.

This applies to In House Agencies too



WHO NEEDS A BHAG?

The obsession with goals is misguided.



FIGHT THE FALLBACK.

Create change that is sustained & repeated.

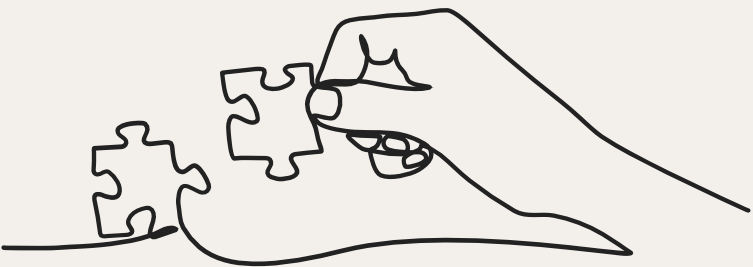
SYSTEMS > GOALS.

**Systems are more
important than goals.**



DRIVING FROM THE REVIEW MIRROR.

**Outcomes are lagging measures of habits.
It's that simple.**



- ❏ Our personal net worth is a lagging measure of our financial habits
- ❏ Our knowledge is a lagging measure of our learning habits
- ❏ Our creativity is a lagging measure of our willingness to take risks
- ❏ Our ability to sell ideas is a lagging measure of our authenticity & passion
- ❏ You get what you repeat.

BREAK THE CYCLE OF CHASING LAGGING MEASURES.

It's good news if you know this.



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SYSTEMS > GOALS.

**We do not rise to the level of our goals.
We fall to the level of our systems.**

YOU GET WHAT YOU REPEAT.

What are you and your teams repeating?

- ❏ What operational systems are still in place from your pre-transformation or pre-pandemic days?
- ❏ What hiring and staffing processes remain unchanged?
- ❏ Are projects resourced and delivered through the same workflows?
- ❏ Has the makeup of your team stayed the same, but the makeup of your work changed?
- ❏ Are you still supported by the same traditional agency partners?

If so, why? Are your status quo processes still serving you?

Systems



Outcomes



ZOOMING SLOW.

**Grinded it out.
Bit by bit.
Step by step.**



THE SMALLER THE BETTER.

**Incremental changes compound
to deliver remarkable results.**





OVERNIGHT SMOVERNIGHT.

**What appeared from the outside
as an overnight success,**

In reality... was anything but.

**The power of small
changes:**

**Incremental changes
compound**

Systems over Goals:

**We don't rise to the
level of our goals.
We fall to the level
of our systems**



Thank you

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