

2BOBS

WITH DAVID C. BAKER & BLAIR ENNS



You don't have to

CRUSH

In-house teams anymore

IN-HOUSE DEPARTMENTS ARE HERE TO STAY!

THE 3 CLIENT TYPES:

- 1. FORTUNE 5000 - NO In-house dept.**
 - Need you
 - Great clients
 - Work with decision-makers
- 2. MID-BIG SIZE - SMALL In-house dept.**
 - Need you **AND** your expertise (1-5)
 - Get access to decision-makers
- 3. BIG In-house dept. (6-100+)**
 - High stakes
 - Be prepared + confident

COLLABORATION
OVER
COMPETITION

YOUR FOUR ADVANTAGES OVER AN IN-HOUSE DEPARTMENT



1. THE FRUIT OF POSITIONING

- Notice patterns **AND** apply it to your work 
- Knowing a lot about their competitors 
- Expertise in a category, not an individual client 


2. COURAGEOUS OBJECTIVITY

- You have to speak to their situation with courage based on your perspective
- Your job is to be a truth teller! 

3. NIMBLENESS

- **NOT** speed!
- Ability to change direction quickly 
- Flexibility, willingness to change, innovation

4. TALENT

- More talent crossover than before
- Each attracts different + specific types of talent 
- Talent gets to do things with you they'd never get to do in-house
- Culture of risk-takers