

10 things I love about being a strategist

Author : GregDillon

Categories : [Brand strategy & thought pieces](#)

Date : November 7, 2013



My name's Greg, and I'm a strategist. Here are the 10 things I love about being a strategist...

Here are the 10 things I love about being a strategist... in text format:

- Being able to provide a clear view on to a brand's situation, take a fresh eyes approach to unearthing opportunities to leverage past successes with future growth in promoting brand choice...
- Experiencing what it feels like to work with the biggest brands on the planet to make incremental change through brand management...
- Experiencing what it feels like to work with some of the niche and family-owned brands to make radical change...
- Constantly learning from everyone I encounter, from C-level execs to interns and juniors, everyone's opinion is valid and you never know where the key insight will come from...
- Working with brands and agencies all over the world to experience new cultures, new ways of shopping and new ways of interacting with brands...
- That moment at 3am when, after reading three hundred pages of reports and research the lightbulb goes off and the strategic direction is clear...
- Working with some of the best design talent on the planet to deliver thoughtful brand evolutions that put the customers first instead of profit (although the client will have one eye on the bottom line always)...
- The hundreds and thousands of Post-It notes it takes to think, ideas, workshop, develop, map, plan and execute a robust commercially-successful brand strategy...
- Having been in the company of and learning from some of the best minds in the

business (and probably any business)...

- Taking the time to put myself into the mindset of the end consumers, no matter how far removed from who I am, in order to understand their world and what questions they need answered before they buy any given product through robust customer journey building...



What do you love about being a strategy consultant?

What would you say to answer the brief: 10 things I love about being a strategist?