

The Realtime Project

WHEN TO CALL US

FOOD
FOR
THOUGHT

Conversation Starters

“Our digital department is a silo and speaks its own jargon. How do we get them to work more effectively across our business?”

“How do we make sense of all the chaos and change in the marketplace? Its hard to tell the difference between a fad and a real shift.”

“We lack fresh insight. It feels like we spend too much time looking in the rearview mirror.”

“What are young people doing with new technology? How do we reach them?”

Conversation Starters

“We’re struggling to see our own future. To be honest, we don’t really know where we’re going.”

“Our brand feels out of date. We’re in danger of falling behind.”

“Our team is stretched and we need some inspiration and new ideas... fast.”

“Our competencies are behind the times. The team needs a crash-course in contemporary technology and customer behaviour.”

Conversation Starters

“We’re not good at selling and delivering services yet that’s our future.”

“We need to stay in sync with our customers and partners, no matter where they are.”

“How should we be using emerging channels and social media?”

“How do we get more impact out of our shrinking marketing budget?”

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“Retail sales are declining. How do we get more value out of our physical space?”

“Our communications planning is old-school. We need to be contemporary.”

“We don’t think our people are on the same page. Everyone’s going in different directions.”

Principles:

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