

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

*Random Giveaway  
Name Picker*

This app was created to make the process of giveaways for fans or friends work. It has the necessary features one needs to make one's giveaway look interesting and it is designed in a way that is easy and simple to use.

<https://apple.co/3iStuNV>

## Books

*The Essential Deming*  
by W. E. Deming & J. Orsini

This is the first book to distill Dr. Edward Deming's life's worth of thinking and writing into a single source. Joyce Orsini provides expert commentary throughout, delivering a powerful and practical guide to superior management.

<https://amzn.to/3fjmfwd>



## Leadership and the Arts

There is a lot for leaders to learn from those with a creative attitude and sense of aesthetics. As Sara Brown wrote: "Painters, musicians, and acrobats are skilled at making sense of their surroundings, relating to others, and looking to the future. Leaders can learn from them."

<https://bit.ly/3fhd9jE>

### *Mini article*

This mini article is about YouTube's algorithm and how video metrics may not always reflect performance.

<https://bit.ly/2Zj2yiP>

## Purpose & Performance

Accenture research reinforces the impact of purpose on brand performance. As written in Forbes: "Consumers and employees alike are discerning and will notice the brands that have a strong purpose and act on it. In fact, according to a new report by Accenture, 43% of consumers will walk away when disappointed by a brands' words or actions on a social issue."

<https://bit.ly/3fpiqWC>

## Keeping the Reputation During Crisis

This recent FT article is about how companies can protect reputation during a pandemic. Customers and investors value care for staff and suppliers but there could be unintended effects. As Alicia Clegg wrote: "To emerge from the crisis with reputations burnished, businesses will need to ensure that their actions are not only well meant but also well thought through."

<https://on.ft.com/2ZnAk6x>

## Motivating Remotely

There are several ways of keeping oneself and one's team motivated remotely. This interesting article explains the techniques both for managers and employees. Keeping spirits high is even more important in today's world. Demotivation is never the solution. (Use Chrome for link)

<https://bit.ly/3h2NjqH>

## A True Breakthrough

Here is an infographic that shows visually the years of in-depth research from Doblin, an innovation-focused firm now owned by Deloitte. Discovering a breakthrough product requires outside of the box thinking. It is necessary to break through the matrix of the milieu to create a breakthrough masterpiece. A breakthrough product comes from the unorthodox, non-conformist and imaginative creator. As venture capitalist Peter Thiel once put it, "competition is for losers". Innovating a breakthrough product, service, category or even industry makes the competition irrelevant.

<https://bit.ly/2OggT9f>