On our journey thus far, we have covered a lot of ground as it relates to the application of agile to the marketing role within or for an enterprise. I have outlined some of my thoughts and ideology about marketing as a practice, the role of marketing in an organization, examples of successful marketing outcomes, the importance of process, the importance of marketing planning, the path to driving collaboration, a case study on my personal experience and the components of that experience, and my concept of the marketing Garden of Eden with true and pragmatic components of ADAM and EVE. As I mentioned in the beginning of this book, the fundamental principle throughout this book is my steadfast belief of obvious pragmatic innovation fully supported by process and practice, with people collaborating every step of the way. Agile marketing encompasses the application of both process and procedures associated with a non-traditional marketing methodological approach. It borrows from the agile engineering discipline of application development and the application of what I am coining the “obvious principle.”

You may recall from Chapter 1 there were references to obviousness.

Jack Trout’s *In Search of the Obvious: The Antidote for Today’s Marketing Mess* espouses an application of the ideals that form part of the baseline of my philosophy.¹ All these things come to me as part of who I am not from this

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book; it is in my DNA; but this adds credibility and acts as the “wind beneath my wings” in everything I Let’s review the five guidelines presented in Obvious Adams: The Story of a Successful Businessman, by Robert R. Updegraaff. Here are the five guidelines from Updegraaff’s book:

- This problem when solved will be simple.
- Does it check with human nature?
- Put it on paper.
- Does it explode in people’s minds?
- Is the time ripe?

So what I think and Trout asserts from the idea of obvious is that the pursuit of a marketing strategy is the search for the obvious. If we look at the dictionary definition of the word obvious, we find that the word means “easy to see or understand, plain, or evident.” This is why obvious is so important. It is the simplicity of that message, specifically a marketing message, that drives consumerism. When a marketing message is simple, easy to understand, and evident, it works really well. Trout says that the first response to this idea is hesitation, because of the misconception that the obvious is too simple and does not appeal to the imagination. Likewise, we often think a marketing message has to be very clever and intellectually stimulating to be successful. You may recall we reviewed this concept in Chapter 1, as Trout’s book warns of roadblocks that get in the way of the obvious.

A big part of avoiding roadblocks is to ensure you have good personal business investment in your marketing program. I am going to take a moment to talk about what I mean by personal investment. The bottom line is that investment in the future of the organization as a whole aligns with personal investments. Personal investments of what I call “continuous transformation” are investments for the common good, for yourself, and for the leadership qualities that you have to demonstrate for any type of change. Some key aspects of continuous transformation on a personal level include the following:

- Continually invest in yourself—knowledge can never be taken from you.
- Move beyond skills you have.
- Get uncomfortable.
- Set up scaffolding to help you build your knowledge.
- Look to outside groups to help give you objective feedback.
- Talk to customers.
- Talk to people you find difficult, and ask for criticism.
- Resolve to continually evolve.