PROCESS AS A SYSTEM

Marketing Strategy · Chapter 8 · Infrastructure and Systems

Choose a process that matters and that depends on someone's memory today. Write its trigger, steps, tool per step, rule or template per step and how the result is checked. Mark every step that depends on memory or goodwill. Then answer: if the person who does this is away for a month, what stops?

Process

Trigger: what starts it

STEPS

STEP	TOOL · RULE OR TEMPLATE	DEPENDS ON MEMORY? (MARK)
1		
2		
3		
4		
5		
6		

How the result is checked (who, when, against what)

If the person is away for a month, what stops?

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Process

Matchday content (railway club)

Trigger: what starts it

The fixture is confirmed

Steps

1 · Monday: list the pieces from the match story sheet — Shared calendar · 8–10 pieces

2 · Tuesday: film what can be filmed in advance — Phone

3 · Matchday: live coverage — Design app · templates only on the media officer's phone — MARK

4 · Approval — None written; the media officer decides — MARK

5 · Monday after: review the numbers — None — it does not happen — MARK

How the result is checked (who, when, against what)

Nobody checks today. Proposed: 15-minute review every Monday with the marketing manager against the communication objectives.

If the person is away for a month, what stops?

Everything. The content process is one person.