

Orchard.



Andy Johnston
Marketing advisor, trainer & consultant
Skillsets for Today's Marketing Professional:
Skillsets 20 years in the making

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Questions for Panel
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SKILLSETS OF
A RESILIENT
MARKETER

ANDY JOHNSTON

THE
RESILIENT
MARKETER



Top 10 Skillsets of a Resilient Marketer

1.
Personal Resilience

2.
Customer Centricity

Top 10 Skillsets of a Resilient Marketer

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Top 10 Skillsets of a Resilient Marketer

1.
Personal Resilience

2.
Customer Centricity

3.
Strategy First

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Top 10 Skillsets of a Resilient Marketer

1.
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3.
Strategy First

4.
**Build a high-
performing
marketing team**

5.
**Develop detailed
annual marketing
plans**

6.
Metrics & Reporting

7.
**Internal marketing &
stakeholder
management**

8.
**Agency selection &
management**

9.
Work at 'pace'

10.
Enjoy what you do

THANK YOU

ANDY JOHNSTON

**THE
RESILIENT
MARKETER**

