

# 10 KEY TAKE-AWAYS

1. don't try to be on **everything**
2. **work harder** for engagement and returns
3. **own** your own platforms – and make sure they fly
4. manage **your time** well
5. find **5-10%** of your week/month to innovate and be creative

# 10 KEY TAKE-AWAYS

6. **believe in** to yourself
7. always, always **evaluate**
8. be **creative**
9. be **brave**

**and...**

comms2point0.co.uk  
@comms2point0

COMMS2POINT0  
creative communicators

# 10: **always** have a great **plan**



comms2point0.co.uk  
@comms2point0

**COMMSEPOINT0**  
creative communicators