

10 Habits of Highly Effective Media Executives

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Experiences Beliefs Actions



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Idea #1: **Always be** **interviewing**



**You are only as good as your
bench. Vince Lombardi**





Idea #2: **Create time blocks.**



GMT-06

8am 8 - Update to-do list

9am 9:15 - Think Tank Time

10am

11am 11 - 12p
coaching block

12pm 12p - Non-priority emails

1pm

2pm

3pm 3:15p - Retention

4pm

4:30p - Non-priority emails

5pm

6pm 6p - adjust to-do/agenda for tomorrow



@ryandohrn - Ry:



360 Ad Sales
STRATEGY & TRAINING

**McKinsey – 20-25% more
productive from being organized.**





Idea #3: **Prioritize emails.**



A 30 second interruption takes 4 mins to reengage. If that happens just 10 times a day that's almost an hour. 174 hours per year.





Idea #4: **Understand** **coaching vs.** **mentoring.**





Idea #5: **Survey often.**



**Phone, email, online,
events.**

Don't ignore the data.





Idea #6: **Re-charge your brain.**

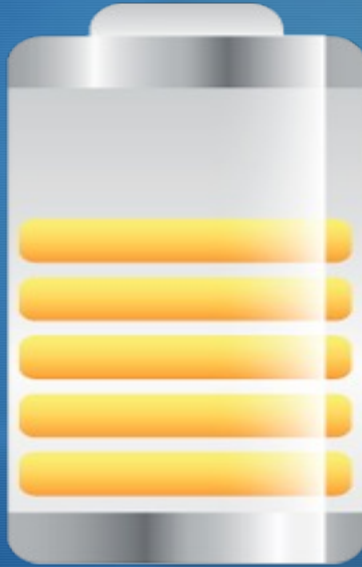


8am

10am

Noon

2pm



Famous nappers:
JFK
Winston Churchill
Thomas Edison
Napoleon





Idea #7: **Accountability** **= Motivation**



Are your expectations realistic? How did you determine that?



**Accountability starts
during the hiring
process.**



Account Executive Pledge of Expectations:

1. Be early for weekly sales meeting, 8am, Monday
2. Be early and prepared for weekly numbers one-on-one with Ryan. Be prepared to discuss your 10 next meetings.
3. Be early and prepared for weekly coaching one-on-one with Ryan. Be prepared to discuss what you are doing to grow as sales person.
4. Create and maintain a list of 50 prospects at all times.
5. Actively work 5 prospects daily via phone and email. Email only is NOT acceptable.
6. All sales activity must be logged in the CRM. No exceptions.
7. Be early for work each day. Work day starts at 8am.
8. Expect to be assigned other duties as needed to help the team succeed.
9. Leave all personal baggage at home. Come to work with a positive attitude.
10. Look for ways every day to contribute in a positive way to the team.





Idea #8:
**Always be
evolving.**



**You do not have to be the first out
of the gate to win the race.**





Idea #9:
Celebrate
victories no
matter the size.





Idea #10: **Make time for thinking.**



**You control you
The team starts with you
You control the experiences
the belief's and ultimately
the actions.**



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