



THINK LIKE A PRODUCER

CREATE MORE VALUE. EVERYWHERE.

THE PRODUCER MINDSET

You don't need "Producer" in your job title to think like one.

A producer learns to recognize possibilities, connect resources, solve problems and turn ideas into outcomes.

The next time you're faced with an opportunity, challenge or idea, run it through these five questions.

01 — SEE

What am I seeing that others might be overlooking?

Look beyond what's immediately in front of you.

What opportunity, resource, skill or possibility hasn't been recognized yet?

Producer Question:

What else could this become?

02 — CONNECT

What people, ideas or resources should be connected?

You don't always need more resources.

Sometimes you need to connect the ones you already have.

Producer Question:

What do I already have access to that could help move this forward?

03 — SOLVE

What problem can I help solve?

Problems aren't always roadblocks.

Sometimes they're invitations to create value.

Producer Question:

Instead of pointing at the problem, what can I do about it?

04 — CREATE

What can I make from what's available?

An idea doesn't become valuable simply because it's a good idea.

Build something.

Start something.

Test something.

Producer Question:

What can I produce from here?

05 — DELIVER

What will move this from idea to outcome?

Great ideas die waiting for perfect conditions.

Producers move.

Finish the draft. Make the call. Send the email. Build the prototype. Launch the thing.

