

"Unwritten Rules" Interfere With Success

Unwritten rules exist at home, at school and in the office:

- ✓ "Because we don't serve cornbread dressing at Thanksgiving, OK?"
- ✓ "Because we've always done it that way."
- ✓ "That's just the way it has to be."
- ✓ "Because my boss came over on the Mayflower, that's why!"

Here are four of the most common **"Unwritten Rules"** MITTONMedia encounters on a day-to-day basis when working with companies on their advertising campaigns:

- ***Unwritten Rule of "Convenience"***
 - When an organization faces a challenge that is troublesome or uncomfortable, it creates an unwritten rule that allows for avoidance of the issue(s).
- ***Unwritten Rule of "Conventional Wisdom"***
 - Sometimes referred to as "Industry Standard," this rule is typically industry specific as in "Everyone in the healthcare industry knows..."
- ***Unwritten Rule of "Intellectual Bundling" or "Group Think"***
 - When an organization stops searching for learning new strategies outside of their narrow area of focus.
- ***Unwritten Rule of "Corporate Arrogance"***
 - "We're so big we don't need to...(you fill in the blank.)"

MITTONMedia shows businesses how to achieve greater advertising success by moving beyond "Because we've always done it this way" kind of thinking.

For information about how MITTONMedia can help your business overcome the **"Unwritten Rules,"** please send a request to info@mittonmedia.com.