

Marketing Debrief PROCESS



Conduct a Debrief after every event or campaign.

Summarize your specific findings in an After Action Report.



Hold the Debrief and Report immediately after your event or campaign or within 24 hours at most.

Ensure you have strong team trust when you're doing your After Action Debrief.

- Call out your own failures first.
- Make sure you have your act together and aligned before you call out others.



Delegate responsibilities.

- Scheduling the Debrief
- Documenting the findings
- Following through with the After Action Report
- Making sure somebody is accountable for actually enhancing your standard operating procedures or fixing areas where you can improve success.

Don't overcomplicate things; keep it simple.



Don't waste time. Hold a quick Debrief after every event. If no action is required, move on.

The leader of the team has to hold his or her team accountable. It's important to make sure these Debriefs and Reports happen systematically, otherwise, they'll wane and the results will wane as well.



Define the success criteria and measure against them and your expectations. You really must implement and refine your standard operating procedures or this will all just be a waste of time.