2150 Product Someone Has to Own This

Product Fieldbook · https://kb.jeffreysummers.com/docs/2150-product-someone-has-to-own-this/

The Demand

Before your next shift, name the one person in your building who owns the brand — how it's expressed, how it's protected, how it's grown. Not the marketing plan, not the logo, the actual daily accountability for it. If your honest answer is "everyone" or "whoever has time," you don't have an owner, you have a vacancy dressed up as a team effort. Decide today who holds it, and tell them directly that they hold it.

The Work

Who owns the brand in your operation right now:

Name:

What authority do they actually have to protect or change it:

Is that authority clear to the rest of the cast — yes or no:

If the answer to ownership is "everyone" or "nobody," name why that has been allowed to stand:

The specific decision about the brand you have been putting off because no one was assigned to make it:

Who you will assign it to, and by what date:

The one thing you will say to that person this week to make the assignment real, not implied: