

The Break-In Playbook

4 moves to break into advertising right now, from Avin Narasimhan, Chief Strategy Officer at Publicis Media

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PLAY 1

HAVE A POINT OF VIEW

When Avin hires, most candidates look identical: same school, same degree, same hard skills. All of that cancels out. What breaks the tie is a point of view that is fundamentally your own. If everyone turns the problem to the left, do you turn it to the right? Prove you have one by publishing it. Write on LinkedIn, long or short form, and share a real perspective.

2

PLAY 2

NEVER STOP ASKING WHY

Avin can teach you the tools and how to write a better deck. What he cannot teach is curiosity. A three year old asks 300 to 400 questions a day, and by age six that drops to six or eight because school trains the why out of us. Never stop acting like you're three. That relentless questioning is the engine of great strategy and the one edge nobody can hand you.

3

PLAY 3

ALWAYS TAKE THE CALL

Even when you are happy in your role, when someone reaches out with something interesting, take the call. There is almost never harm in a conversation, and the person on the other end remembers you two years later when the timing is finally right. Careers move through relationships you keep warm before you actually need them.

4

PLAY 4

GUARD EVERY RELATIONSHIP

No matter how junior or senior someone seems in the moment, preserve the connection. Everyone moves around in this industry. The colleague next to you today could be a CEO in 20 years or a client in 10. How you treat people, and how you make your exit when you leave, follows you the entire career.

"What I can't teach you is innate and natural curiosity. You're either a curious person who wants to know more about the world, or you don't."

— Avin Narasimhan, Chief Strategy Officer at Publicis Media

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