



BOOM! TIME WITH... ELLIE NORMAN, CMO AT FORMULA 1



What is the puzzle that you are looking to solve?

Write down a live challenge you're working on

What did you learn that helped UNBLOCK any 'old thinking' you have around this puzzle?

What made an impact on you from the conversation?

Here are 5 key insights from the show - how can you use them to UNLOCK your thinking and solve your puzzle?

1. **What pain can you solve for your people?** Start with the hardest feedback from your consumers. How can you solve their pain points?
2. **What are your touchpoints?** Where will people 'touch' your brand, feel it, be a part of it. How can you tap into these areas for new thinking?
3. **Break down the barriers that exist.** Ellie's thinking showed the power of the Netflix show in breaking down the barriers between the audience and F1 - what barriers could you break down?
4. **What's your aspiration?** What keeps people coming back and how can you dial it up even more in your solution?
5. **Does it make you feel scared?** The ideas that stand out make you feel uncomfortable. That's why they cut through.

What action will you UNLEASH to solve your puzzle as a result of what you've learned from the show?

Taking Ellie's insights, how can they shape the action you'll take to resolve your puzzle?

GREAT QUOTES

"It starts with listening and learning, working together and creating an environment and future people want to be a part of because it's reflective of society" - **Ellie Norman**

"Regret is worse than failure" - **Ellie Norman**

GREAT REFERENCES

Ellie talks to Forbes about 'holding your nerve'

Ellie's keynote on transforming F1

Ellie talks about leading F1 through COVID

GREAT RESOURCES

Email your feedback to **scotttheboom@icloud.com**

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BOOM! TIME LIVE

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