1. JEDI MARKETERS CAN ONLY SUCCEED WITH C-LEVEL SUPPORT

Agile marketing teams are positioned to fail when there is a fundamental lack of commitment from C-level executives. The C-level should be:
- Committed to the concept and value of agile marketing
- Willing to provide the training and resources necessary to make it work
- Aware that experimentation and failure are part of the process

2. FEAR OF FAILURE IS THE PATH TO THE DARK SIDE

Experimentation and iterative discovery are fundamental pieces of the agile marketing puzzle - which means failure is not the equivalent of being struck down by Darth Vader. This is tough for leadership to understand, and in some cases, they hit the eject button because all they see are misses instead of hits.

"Expected and advantageous, failure is the lessons and insights you will find." "How agile works and doesn't work ... educate leaders you must."

3. JEDI CANNOT SUCCEED IN ISOLATION

Work with a team to help them understand how agile works
- Aligning expectations among all departments
- Adapting processes to support agile
- Making sure other teams respect agile as part of the solution

4. A JEDI'S STRENGTH FLOWS FROM COLLABORATION

Jedi work in partnerships to develop strengths, and too much separation impedes success. When silos run rampant, teams fend off interaction with other teams. Creative marketing teams can become alienated, leading to conflict and chronic misunderstandings.

Educate all teams involved
Empathize with pain points
"If all work as a team, succeed they will. If one Jedi strays, succeed no one will."

5. JEDI MASTERS DON'T FEAR YOUR STAFFING DECISIONS

React to the agile framework
Build consensus to mediate conflict
Use technology to gain visibility

6. AGILE MARKETING JEDI ARE SUPPORTED BY GATEKEEPERS

Marketing team gatekeepers ensure Jedis are not over-committed. They give Jedis the power to say "no" - or at least "not right now."

The gatekeeper:
- Should:
  - Adjust to the agile framework
  - Build consensus to mediate conflict
  - Use technology to gain visibility