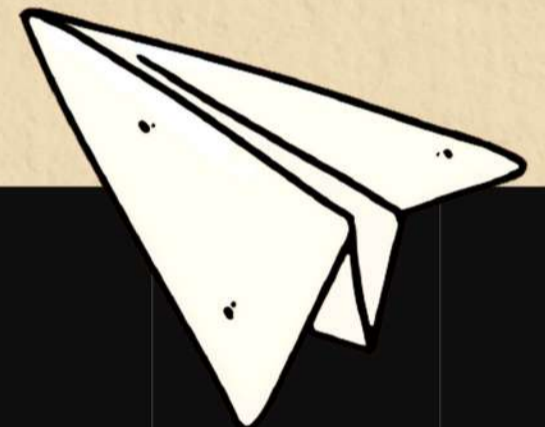


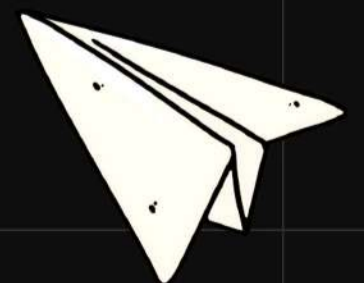
DIRTY LITTLE MARKETING SECRETS THAT ALWAYS WORK



RORY SUTHERLAND



**YOU OPTIMIZED FOR A METRIC,
BUT YOU DESTROYED
THE VALUE**



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THE DOORMAN



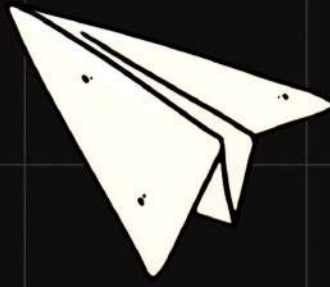
INDUSTRY

- A consultant defines a doorman as a door-opening function.
- They replace him with a sensor to save costs.
- The Loss: You just killed the security, the taxi-hailing, and the prestige.
- The Secret: When you define a role by its simplest task, you lose the invisible value.

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- When businesses face a problem, the default is to add.
- Add a process. Add a reporting layer. Add a meeting.
- Efficiency is not effectiveness.
- The Secret: Sometimes, the best innovation is subtraction.



THE ADDICTION

TO ADDITION

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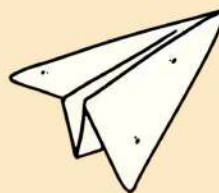
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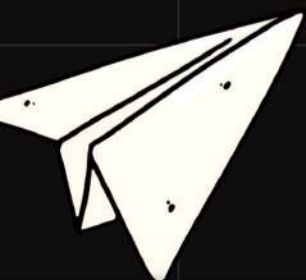


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WHY RETURN TO OFFICE

IS FAILING

- Commuting for a video call feels Victorianly ridiculous once you have seen the alternative.
- Autonomy is not just a perk; it is a productivity multiplier.
- People do not mind the work; they mind the palaver of getting there for no reason.
- The Secret: If you allow people autonomy, they optimize their own output.



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- If the data says one thing and the anecdote says another, Jeff Bezos trusts the anecdote.
- Data is past information used to pretend the future is deterministic.
- Business is probabilistic. Unexpected things happen.
- The Secret: Spreadsheets are often just acts of pretense.



ANECDOTES

OVER DATA

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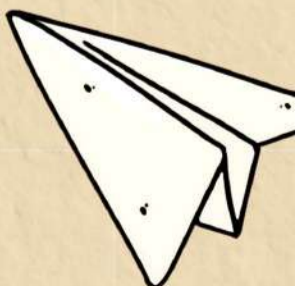
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THE INDIISERVE PERSPECTIVE

At InDiiserve.ai, we do not just look at the what—we look at the why.

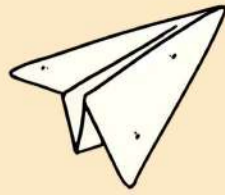
- **Human-Centric AI:** Technology should serve people, not silo them.
- **Smart Automation:** Automate the mundane, but protect the Serendipity.
- **Value over Volume:** Stop optimizing for metrics that do not move the needle.



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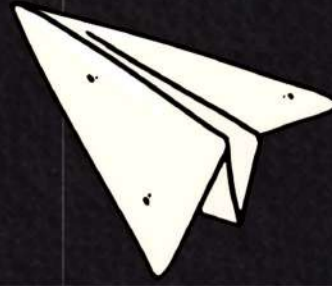
DON'T KILL THE IMPORTANT

FOR THE URGENT

- The Art Director wished for the life of Picasso.
- The Copywriter wished for the talent of Hemingway.
- The Account Man? He just wanted them back for a meeting in two hours.

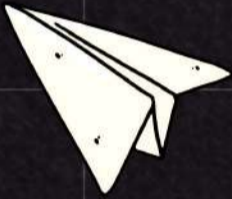
Don't let the urgent crowd out the important.

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