

On the other end, some opinions—like our marketing messages—were forged with a great deal of consideration. Everyone in the office (and beyond) brainstormed ideas, vetoed concepts, defended theories, and crafted phrases over many years. We’ve gone through iterations, measuring success objectively (e.g. AdWords conversion rates) and subjectively (e.g. reactions when giving talks at conferences).

This kind of opinion shouldn’t be changed flippantly. If it deserved this much consideration before, it deserves the same consideration now. Perhaps more.

Still I disagree with Ted. You can’t use “branding” as a shield against good ideas no matter how entrenched the old ones are. But when the existing ideas are proven, when great works have molded them, new ideas should be challenged with proportionally high standards.

Be ready to change with reason, but don’t change for no reason.

Printed from: *A Smart Bear*

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