



Everyone needs a producer.

Name the person who protects the point of the piece and makes sure it gets made.

ONE PRODUCER

Ownership
+ authority.



THE NARRATIVE

THE VARIABLES

THE STANDARD

Pick the person. Clarify ownership. Let them cook.

Name the role.

Give them room to decide.

01 Assign ownership

02 Test both skills

Type in the fields, or print and write.



EXERCISE 01

Name it. Then staff it.

01

On your next project, name the producer in writing before anything else is decided. Give the role three explicit ownerships.

PROJECT

PRODUCER

01 The narrative

What does the piece argue, and to whom?

02 The variables

Who owns the schedule, approvals and contingencies?

03 The standard

What does done look like? Define it before the shoot.

AUTHORITY CHECK

Can this person say no to a partner?

Yes / Authority still needs assigning

Assign authority with the tasks so the producer can prevent problems. (Let them cook!)



EXERCISE 02

Ask both hiring questions.

02

A producer needs narrative judgment and practical execution. If you are hiring, write down the evidence for both.

CANDIDATE / PERSON

- 01 After ten minutes on our website, what story would you tell about this firm?

Listen for a clear argument, a specific audience and material worth making.

- 02 Tell me about a shoot that went wrong, what it cost, and how you fixed it.

Capture the problem, the consequences and the decisions they made.

REVIEW BOTH

Can this person hold the narrative and deliver it?

Ready to build the system around it?

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