



**GARTNER: THE
FINAL BOSS OF
EVERYTHING
WRONG WITH
MARKETING.**

**TIRED OF
HEARING
LEADERSHIP
TALK ABOUT
GARTNER?**

**HERE ARE 10 FLASH
CARDS WITH
RESPONSES SO YOU
CAN GET BACK TO
DOING YOUR
ACTUAL JOB...**

"Gartner also says 30% of budgets will shift to subscription-based social platforms.

Want to burn ours on ads behind a paywall too?"

"If we're building our roadmap based on who shouts the loudest in a \$5B casino, I'd rather go all-in on blackjack."

"Cool, and when's the last time a buyer said, 'We chose you because of your quadrant dot'?"

"Just to confirm—are we optimizing for customer outcomes, or analyst appeasement this quarter?"

"Love that for them.

**You know who else has
a quadrant?**

Vendors paying six

figures to be included."

**"If we need Gartner to
validate our strategy,
we don't have one."**

"Gartner says a lot of things. They also said GenAI search would kill SEO. How's that going?"

"Let me guess—next you'll want a badge for the homepage and a 40-slide deck to brief an analyst who hasn't written code since 2007?"

"Our buyers don't trust analysts. They trust results. Let's go get some of those instead."

**"Gartner doesn't
predict trends.
They monetize fear.
And we're not paying for
permission anymore."**



**F*CK THE QUADRANT
SAVE YOUR TEAM**

SUBSCRIBE TO BURN IT DOWN NOW

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