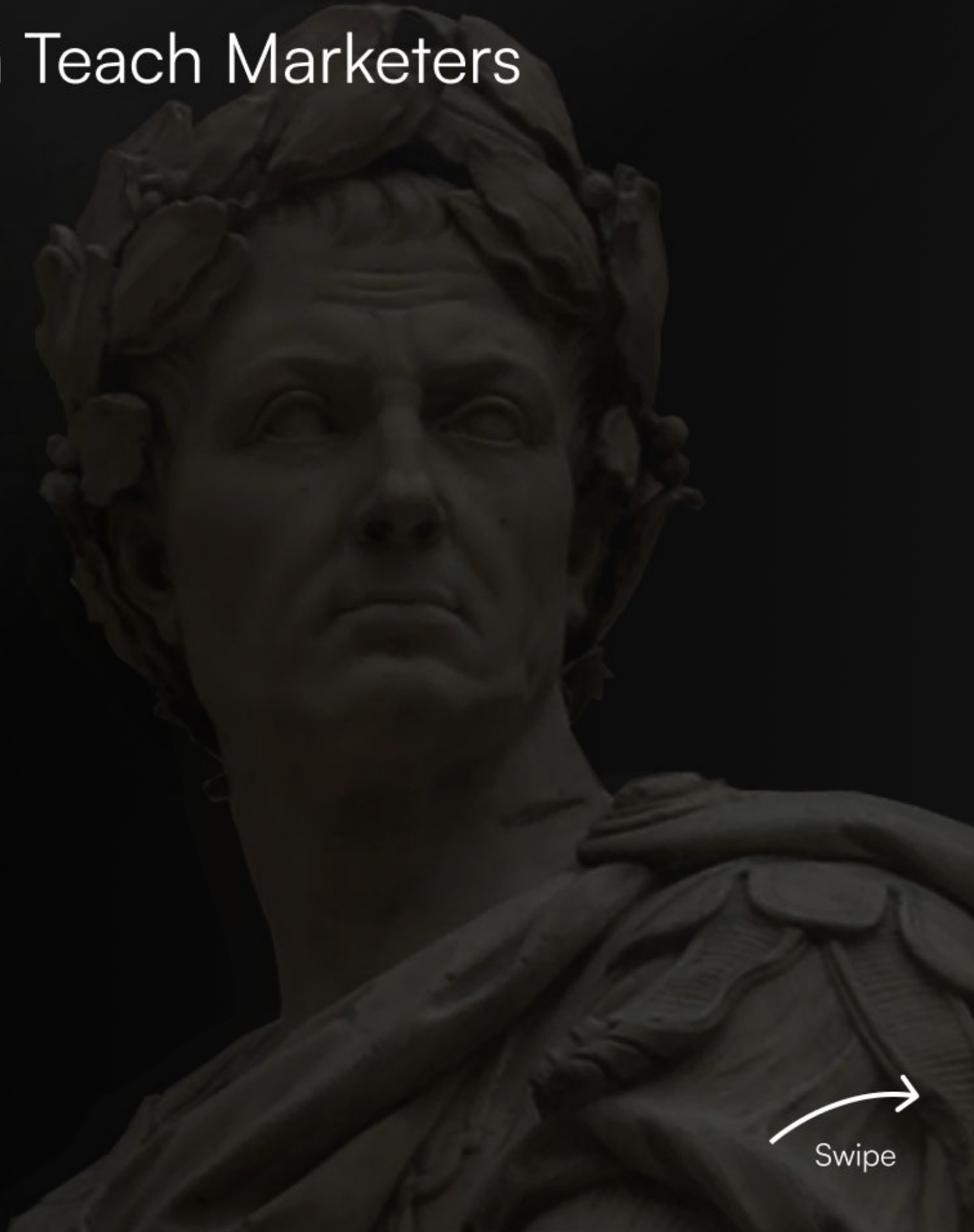


5 Lessons Julius Caesar

Can Teach Marketers



- Gaius Julius Caesar (100 BC - 44 BC) was a Roman general and statesman.
- Having climbed up the ranks of the Roman Republic, he was a shrewd military strategist.





- However, he caused a major upheaval in Rome when he proclaimed himself as a lifetime dictator.



3-21

- But, our modern society has 5 lasting imprints from his life and leadership.



Picture credit: Enrico Aliberti Italy, Photo via Shutterstock



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4-21

1. Experience is the best teacher

- Julius Caesar gained military knowledge by fighting alongside legionnaires.
- He ate, drank, marched and even bled with them.





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Lesson:

- You can't drive a race car by reading books.
- So, get into the trenches, learn how to use your product, know who your customers are and why they bought your product.



7-21

2. Go where no one has gone before



Picture credit: Lionel Royer – Musée CROZATIER du Puy-en-Velay.



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- For many years before Caesar, Gaul had remained an untamed land neighboring Rome.
- In 52 BC, despite having lost a lot of their lands to Romans, the Gaulish tribesmen prepared for one final revolt.
- Waiting to launch an attack on Caesar's army, they cooped up at Alesia, a hilltop fort near modern-day Dijon.



- Staying put, they sent for reinforcements to attack the Romans.
- Caesar knew he had to innovate or he'd perish. He surrounded the fort and built walls around his own army as an insulation.
- It gave the Roman troops enough time to repel the incoming reinforcements and take control of the fort.



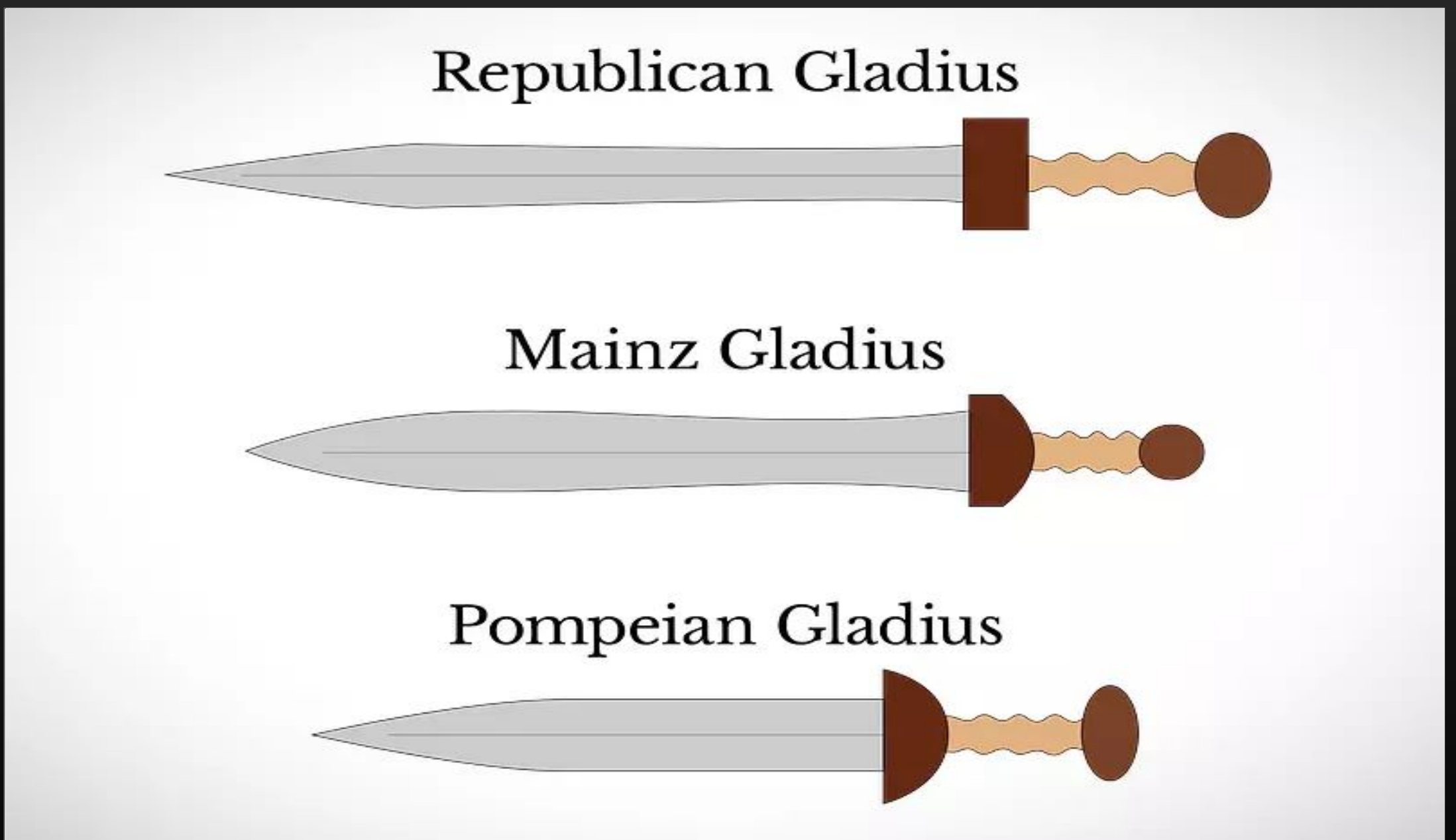
Lesson:

- Nobody ever signed multimillion dollar deals with leads from Google or Facebook ads.
- Instead, think what you can do differently - to get traffic, leads, reduce churn, etc.



3. Small > Big

- Using javelins and short-swords called 'Gladius,' the Roman legions conquered most of the known world.



- The Gladius appeared unimpressive compared to the long swords and battle axes of barbarians.
- Nevertheless, in battle, its six inches of stabbing point proved superior to its longer and more intimidating counterparts.



- More importantly, Roman warriors knew how to use it.
- So, when you swing large weapons, you expose yourself, albeit briefly.
- But, that's enough time for a legionnaire to thrust a Gladius with force from behind a wall of shields.



Lesson:

- Bigger and better does not mean successful.
- A small startup with well-trained employees can cause enough headache to the biggest corporates.



4. Be magnanimous

- Caesar was merciful when the norm was revenge.
- He granted his opponents during the Civil War right to live, citizenship, and retention of their property.



16-21

- He showed mercy upon opponents who would have killed him for personal gains.



Picture credit: [Shakespeare Birthplace Trust](#)



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Lesson:

- Appreciate your employees.
- Even the smallest appreciation goes a long way in building trust and goodwill.
- As a result, they'd think twice before leaving you.



5. Lead, don't control

- Caesar's men were loyal to him and were prepared to die for him.
- He was a hero to them.
- But, after beating his closest political rival Pompey, Caesar imposed dictatorship over Rome.



- It didn't go down well with his senators.
- Even his closest allies distanced themselves from him.
- Soon enough, he was assassinated by a group of senators.



20-21

- His death served as an example for any future would-be dictators.



Picture credit: Wiki Commons/Galleria Nazionale d'Arte Moderna e Contemporanea, Rome



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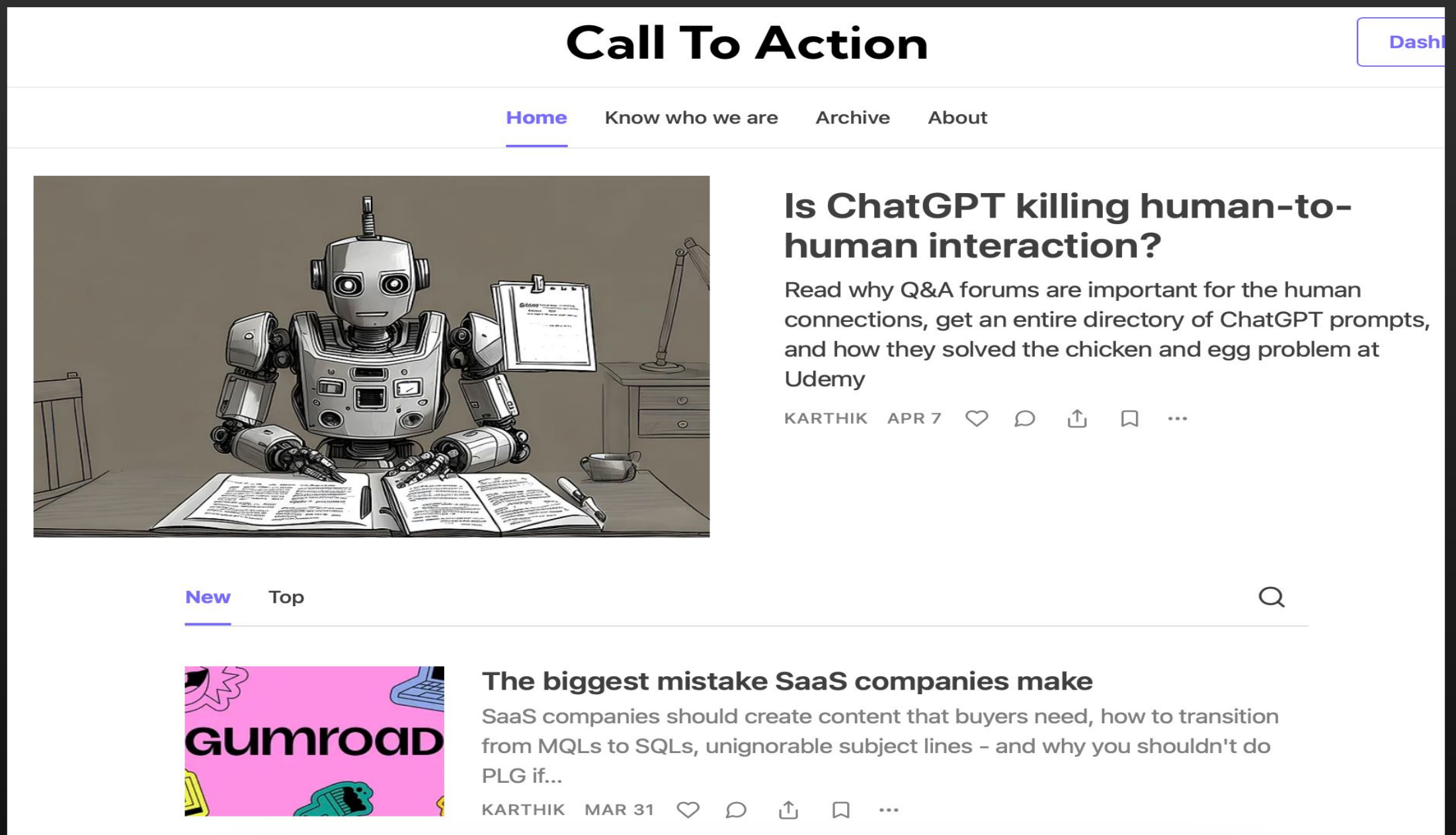
Lesson:

- Be a leader, not a dictator.
- Build a great team, and push them to do things they wouldn't have dreamt of.
- But, don't impose yourself on them.



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