My Mantra: Circus Maximus' Ryan Kutscher on Avoiding the Promise Trap

Agency growth can come in many forms—and is a constant quest. As shops of all stripes seek new ways to build revenue and their next chapters, veering away from their foundational principles or core strengths can hinder progress. Indeed, it's great to stretch, but not if it means not being honest about capabilities.

Circus Maximus founder and creative director Ryan Kutscher has a simple mantra that addresses just that: "Do what you say you're going to do."

In Kutscher's mind, it's about integrity and humility in an industry that traditionally looked at boastfulness as a core competency. But not today. Being honest is one of the greatest services that an agency can provide its clients.

"Clients have such a vast array of needs," Kutscher said. "You might find yourself wanting to promise to be able to do things that you can't do. But that's a trap."

Additionally, it's incumbent that brands understand their agencies as well.

"If you see work that you like from us, give us a call," said Kutscher, noting that his mantra applies to clients, too. "If you see work from other agencies that you like, but you want us to do it—that's probably a bad fit."

Recommended articles
https://www.adweek.com/agencies/my-mantra-circus-maximus-ryan-

kutscher-promise-trap/