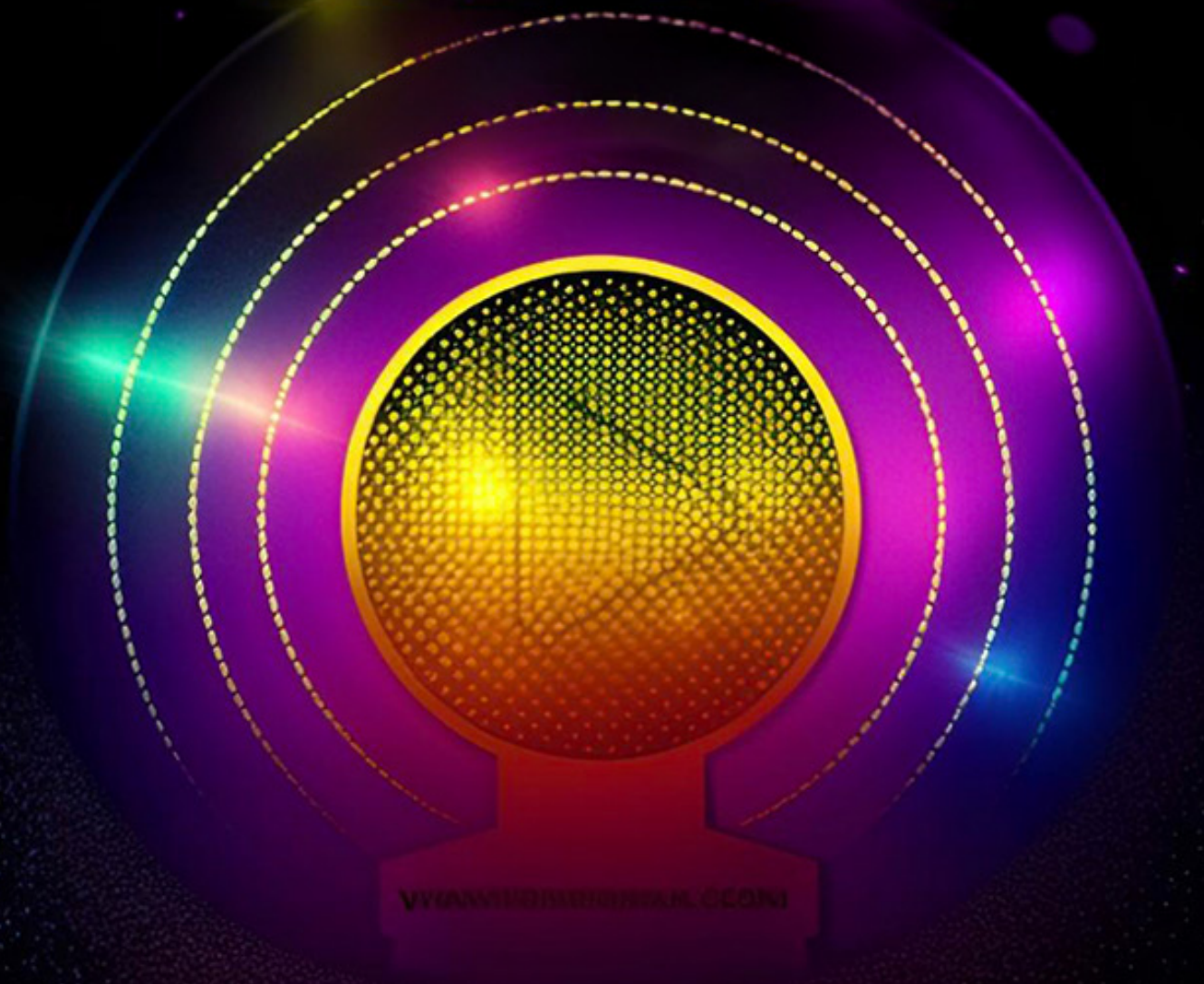# Control of Assets + Job Rules

Skip:
Hello and welcome to Episode 11. I can't believe it's 11 already, Frankie. But here we are, Episode 11 of the LeadScale Engine Gen Five Launch Podcast. Hey Francis, how are you doing?

Frankie:
Very good, thank you, Skip. Can you believe it's 11 episodes? We breezed through double digits without even acknowledging it. Now, here we are—our first palindrome episode!

Skip:
(Laughs) Exactly! If you don't know what that means, Google it—but not right now, listen to this instead, because today we're talking about job roles. A catchy title, right? Job roles!

Frankie:
(Laughs) Yeah, why break the habit of a lifetime? We let the product do the talking—no flashy buzzwords needed.

Skip:
I appreciate that! But honestly, the last few weeks have been a little geeky. So, you're going to have to explain what we are talking about because even I'm not quite getting it from "job roles."

Frankie:
Yeah, we've descended into technical speak. But job roles are part of the control piece of our system, which we've touched on in previous episodes—transparency and control. We're talking about processes in campaign management, the transparency of access to statistics, finance, collaboration, and more. The twin pillars of Gen Five are transparency and control, and job roles are all about giving back some control to businesses and marketers.

Skip:
I've been in the situation with endless email threads and multiple software tools for managing campaigns—it's chaos! But what's the solution?

Frankie:
Exactly! We've all been there—email threads, Excel spreadsheets, and multiple tools creating confusion. The solution to the control problem is creating a clear framework in Gen Five, where we provide a mechanism to manage and limit errors or unintentional changes.

Skip:
Right, I once accidentally overwrote a cell in an Excel sheet and couldn't remember the original value. Gen Five can prevent these small but costly mistakes, right?

Frankie:
Absolutely. In Gen Five, we've built the framework to manage these mistakes and keep campaign control intact. It's all about giving teams the flexibility to collaborate but within a structured, controlled environment.

Skip:
And this helps brands stay on track, prevents accidents, and keeps things running smoothly.

Frankie:
Yes, and it's important that the system itself is transparent. Users need to know the rules they're following. For instance, if something is restricted, the system will clearly tell them why, instead of just giving them an error message.

Skip:
I love the clarity! It avoids the "computer says no" situation. What are the other benefits of having these rules so clearly defined?

Frankie:
The big benefit is that businesses can avoid potentially costly mistakes, legal faux pas, and unintentional violations. By having a controlled, transparent system, teams are less likely to make errors that could lead to serious consequences.

Skip:
That is a great point—control reduces risk. But it also seems like control helps us follow best practices.

Frankie:
Yes! We champion best practices in Gen Five but leave room for flexibility. It's all about empowering users to manage their campaigns efficiently while reducing risk. The system is designed to help people evolve, improving as they go.

Skip:
That is helpful, especially for agencies managing multiple clients or brands working at different levels.

Frankie:
Exactly, it's adaptable. You can have flexible rules for some clients and stricter ones for others. This flexibility is key for long-term success.

Skip:
This has been a fascinating conversation. Anything else before we wrap up?

Frankie:
No, I think we've covered it all. I'm excited to see how our clients benefit from the controls and flexibility Gen Five offers.

Skip:
Thanks, Frankie. See you next week!

For more information about how LeadScale Engine works, email us at:
info@leadscale.com