



# **FIELD GUIDE**

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**SUPPORTING CONTENT  
EXECUTION WITHOUT  
OWNING CREATIVE  
DIRECTION**

**TANTA GLOBAL ASSIST**

# WHAT THIS FIELD GUIDE IS FOR

Content support is about executing agreed plans reliably while protecting brand voice, approvals, and timing.

## Why This Practice Matters in Client Work

Content is public-facing.  
Mistakes are visible and persistent.

Poor execution leads to:

- Unapproved publishing
- Brand inconsistency
- Missed deadlines
- Rework
- Loss of trust

**Clean systems protect execution quality.**

## Core Principles

- Execution is not authorship
- Approval boundaries matter
- Calendars coordinate work
- Assumptions create rework

# Common Failure Patterns

- Drafting without direction
- Publishing without confirmation
- Rewriting content unprompted
- Treating urgency as permission

# Practical Approaches That Actually Work

- Confirm goals and examples early
- Track approval status visibly
- Pause when guidance is unclear

**Alignment beats speed.**

## What This Practice Helps You Do

Support content delivery without introducing brand or approval risk.



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