

Take what you need, give what you want, with Dr. G

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By Liz

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Dr. G closed [Navigator NYC](#) with a different kind of session. After a day of conversations about AI, data, audience, brand safety, revenue pressure, collaboration, and change, she brought the room back to a simple question: what are you actually taking with you?

That's the part of an event people tend to skip. It's easy to leave with a notebook full of ideas, a few new contacts, and the vague feeling that the day was worth it. But the real value shows up later, when someone is back at their laptop, inside their normal meetings, trying to do something differently because of what they heard.

Dr. G framed the close around two jobs: take what you need from the day, then give what you want to the people who need to hear it. That could mean colleagues, bosses, clients, or teams that sit next to your work but affect it every day. The point wasn't to bring home everything. It was to bring home the right thing.

Patterns make the day stick

One of the first things Dr. G asked the room to do was look for patterns. What came up more than once? What ideas kept showing up across sessions and conversations?

The answers were familiar to anyone following where publishing is headed: AI, agentic tools, connection, friction, collaboration, efficiency, skepticism, brand safety, data silos, trust, relationships, simplicity, and audience.

Those patterns are more than a recap. They help people make sense of a complicated day. They also help separate what sounded interesting in the moment from what may actually shape the work ahead.

Dr. G's larger point was that pattern recognition builds resilience. When people look for patterns, they're less likely to react on autopilot. They create a little space between the first thought and the next response. In an industry where change is constant and pressure is high, that space can matter.

Pick one thing, not ten

Dr. G is a family doctor, and she used a familiar January example to make the point. Patients come in ready to change everything at once. They're going to take vitamins, stop smoking, drink less, call their mother, take their medicine, and become a new person by February.

Her advice is simple: pick one.

Behavior change is hard because the brain treats every change as risk. Even good change can feel stressful because it brings loss, distrust, and discomfort. You may gain something better, but your brain still asks what you might lose, whether you can trust the process, and how uncomfortable it will be to get there.

That applies at work too. People leave a conference excited about ten ideas, but ten ideas can quickly become no ideas. The better move is to choose one idea, one connection, or one lens that will change how you work.

Dr. G gave the room a simple structure: what, who, and how. What is one idea worth taking back? Who is one connection worth keeping? How is one lens that will help you see your work differently?

That's a practical way to make an event more than a day away from the office.

Bringing ideas back is harder than finding them

Anyone can hear a good idea at a conference. The hard part starts when they try to bring it back to work.

Dr. G named the obstacles quickly. The idea may not be a top priority. It may need proof. It may require buy-in, a roadmap, time, or budget. It may feel too large to fit into a team that is already at capacity. It may also introduce risk, which is exactly where people tend to slow down or shut down.

That's why she challenged the room to stop comparing action with inaction. Inaction is not neutral. Doing nothing still creates a future.

The better comparison is this: what does the business look like six months from now if we try this, and what does it look like six months from now if we don't?

That shifts the conversation. It takes the idea out of the "new thing" bucket and puts it where it belongs: inside the actual path the business is already on.

Translate the idea before you sell it

One of the most practical tools Dr. G shared was a knowledge translation framework:

What I noticed at Navigator was...

It matters here because...

A possible next step would be...

That structure works because it turns inspiration into something someone else can understand. It also keeps the ask small enough to consider.

Instead of going back to work and saying, “We need to use AI for all reporting,” someone could say: “What I noticed at Navigator was that teams using AI to produce reports had more time for analysis. It matters here because our clients keep asking for interpretation, but we spend most of our time generating the data. A possible next step would be piloting this with one client we know well.”

That’s a much easier conversation. It doesn’t demand a total transformation. It offers a next step.

Tell people what you want them to do

Dr. G also made a point that applies far beyond conferences: telling people what to stop doing rarely works. People respond better when you tell them what you want them to do instead.

So instead of “stop wasting time,” the better version is “use meeting time to make decisions.” Instead of “stop working in silos,” it might be “bring audience, product, revenue, and ops into the same planning conversation before we launch.”

The difference is small, but it changes the action. It gives people a direction instead of only naming the frustration.

Change needs empathy, choices, and a next step

Dr. G closed by giving the room a set of strategies for helping other people move through change. Start with empathy. Give people time to process, but not unlimited time. Offer information and choices. Connect the change to something they already want. Make the next step small enough to take.

That’s especially relevant for publishers right now. Everyone is dealing with change they didn’t ask for: AI disruption, traffic shifts, buyer scrutiny, resource pressure, new data needs, and changing audience behavior. The work isn’t only to have better ideas. It’s to help people move toward those ideas without triggering every defensive response in the building.

The close was a reminder that Navigator isn't meant to end when people leave the room. The work is what happens next. Take one thing that can make you stronger, clearer, or more effective. Then bring it back in a way someone else can hear.

That's how a conference turns into movement.