

The rise of systems thinkers

What Netflix hires for now — and what it means
for a one-person marketing team in Calgary.



Netflix used to let every team solve its own problems.

Now AI agents run across teams. Without one shared standard, they guess — and they guess wrong.

Don't just solve the problem. Pave the road.

Turn your solution into a template that others — and AI agents — can reuse without starting from zero.

A designer's job has changed.

Not making one screen look good. Building the design system, so people who are not designers still ship work that stays on brand.

Same goes for marketers.

Most Calgary marketing teams are one person. AI already writes their captions and cleans up their reports.

But faster output is not a strategy.

When everyone can generate content, a brand starts to look like a pile of mismatched posts.

The new deliverable.

Not this week's post. The template, the tone rules, and the checklist that keep every post recognizable.



YOUR TURN

Is “specialist” still a safe title in 2026?

I am looking for a digital marketing role in Calgary.
Open to full-time, part-time, or remote across Canada.

SOURCE · LENNY'S PODCAST, JULY 2026

