

Agency transformation: Re-wiring the house with the lights on

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Agency Transformation:

Rewiring the House with the Lights on

How can agencies change their business model and what might success look like?

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Summary of Five Key Topics

01

Commitment & Case for Change

Investment is required at the outset to create a case for change to align stakeholders and set the vision for future success

02

Conditions for Success

Commit to the investment upfront in the foundational tools and capabilities required to wrap a value narrative around product development and design

03

Effort to Value

Use productisation as the enabler and accelerator for value created and constantly tailor to the market; understand what it is and what it is not; needs reorganisation and restructure from How to Why

04

Cultural Transformation

Capture hearts and minds with a new language and enable changes in both model & mindset with freedom to fail; address legacy behaviours and beliefs and drive adoption of new ways of working for greater cohesion and speed

05

Creative Commerciality and Confidence

Commerciality starts with creativity and needs to flow throughout the whole organisation to prove commitment to and focus on client growth while building confidence over time



01

Commitment & Case for Change

Investment is required at the outset to create a case for change to align stakeholders and set the vision for future success.

Principle

- Disrupting and replacing the system

What we learnt

- Know what to walk away from without fear
- Align behind a commercial vision of what you are walking towards
- Don't lose sight of the bigger purpose



02

Conditions for Success

Commit to the investment upfront in the foundational tools and capabilities required to wrap a value narrative around product development and design

Principle

- You can't sell value if you don't invest in it

What we learnt

- Future-fit foundational capabilities are non-negotiable
- Change management is imperative to scale
- Confidence is a result of believing in value



03

Effort to Value

Use productisation as the enabler and accelerator for value created and constantly tailor to the market; understand what it is and what it is not; needs reorganisation and restructure from How to Why

Principle

- You can't productise effort

What we learnt

- Reimagine the how in order to focus on the why
- Co-creation across crafts is essential
- Create, monetise and deliver value



04

Cultural Transformation

Be prepared to capture hearts and minds with a new language and enable changes in both model & mindset with freedom to fail; address legacy behaviours and beliefs and drive adoption of the new ways of working for greater cohesion and speed

Principle

- Repeatability of a new language drives mindset change

What we learnt

- Top down and bottom up
- New language needs to align to your culture
- Stop hiring in our own image



05

Creative Commerciality & Confidence

Commerciality starts with creativity and needs to flow throughout the whole organisation to prove commitment to and focus on client growth while building confidence over time

Principle

- Commerciality is not a hire, not a role - it's a culture

What we learnt

- New commercial model is critical
- New rituals to embed and encourage new mindset
- Accelerate through introducing and modelling new behaviours