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

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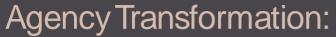




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Rewiring the House with the Lights on

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







2024

Summary of Five Key Topics

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

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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

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

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

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

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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

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• Disrupting and replacing the system

- 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





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

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

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





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

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• You can't productise effort

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



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

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• Repeatability of a new language drives mindset change

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





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

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

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