

# EVOLVING THE AGENCY FORMULA

PROFIT + PEOPLE + PROCESS = SUCCESS = AGILITY + CREATIVITY + PROFIT



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The simplified one-page cheatsheet on how to run every aspect of today's marketing agency in our rapidly evolving market.

What's Different?

The Market Is Different

We Are Different

Our Tools Are Different

Redefine Success

Profit

Creativity

Agility

Profit

Market Strategy

Innovation

Operations

Be Different

Price of Being

Lower Costs

Be Awesome

Make it Your DNA

Less Complexity

Drive Synergy

Investor Value

Charge More

People

Roles

Traits

Growth

Leader

Passion

Experience

Thinker

Adaptability

New Skills

Creator

Humility

Competence

Manager

Work Ethic

Craft / Talent

Sweet Spot

Caring Soul

Personal

Process

Structure

Project Management

Evolution

Flexible

Statement of Work

Personal Challenge

Redundant

Agile Process

True Accountability

Project Driven

User Experience Design

Meaningful Reward

*"Process cannot displace great people but process can guide normal people to greatness. Every ecosystem has a certain level of natural predictability, on order of things. This order is not simply dictated and enforced. Certain level of harmony simply exists as if it was woven in the very fabric of our existence..."*

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