

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

"On one side, client budgets and timelines are stretched. We are competing globally. On the other side our marketing is smarter. We are torn in many directions balancing core services and innovating new ones to stay ahead..."

Market Strategy

Be Different

Be Awesome

Drive Synergy

Innovation

Price of Being

Make it Your DNA

Investor Value

Operations

Lower Costs

Less Complexity

Charge More

People

"After all, we weave dreams of brilliant ideas and birth them into existence. We pour our soul for our clients. We evolve and alleviate the agencies we work for. We serve both clients and customers alike. More than products or services, we evolve ourselves: our craft, our identity, and even our own purpose..."

Roles

Leader

Thinker

Creator

Manager

Sweet Spot

Traits

Passion

Adaptability

Humility

Work Ethic

Caring Soul

Growth

Experience

New Skills

Competence

Craft / Talent

Personal

Process

"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..."

Structure

Flexible

Redundant

Project Driven

Project Management

Statement of Work

Agile Process

User Experience Design

Evolution

Personal Challenge

True Accountability

Meaningful Reward

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