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Creative | Design | Production

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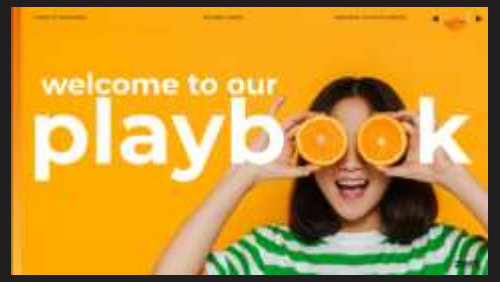
Team



Process

Tech

Communication

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Scaling production

YR1 The base capability

YR2 Consolidate production requirements

Build new capability

YR3 Review production methods

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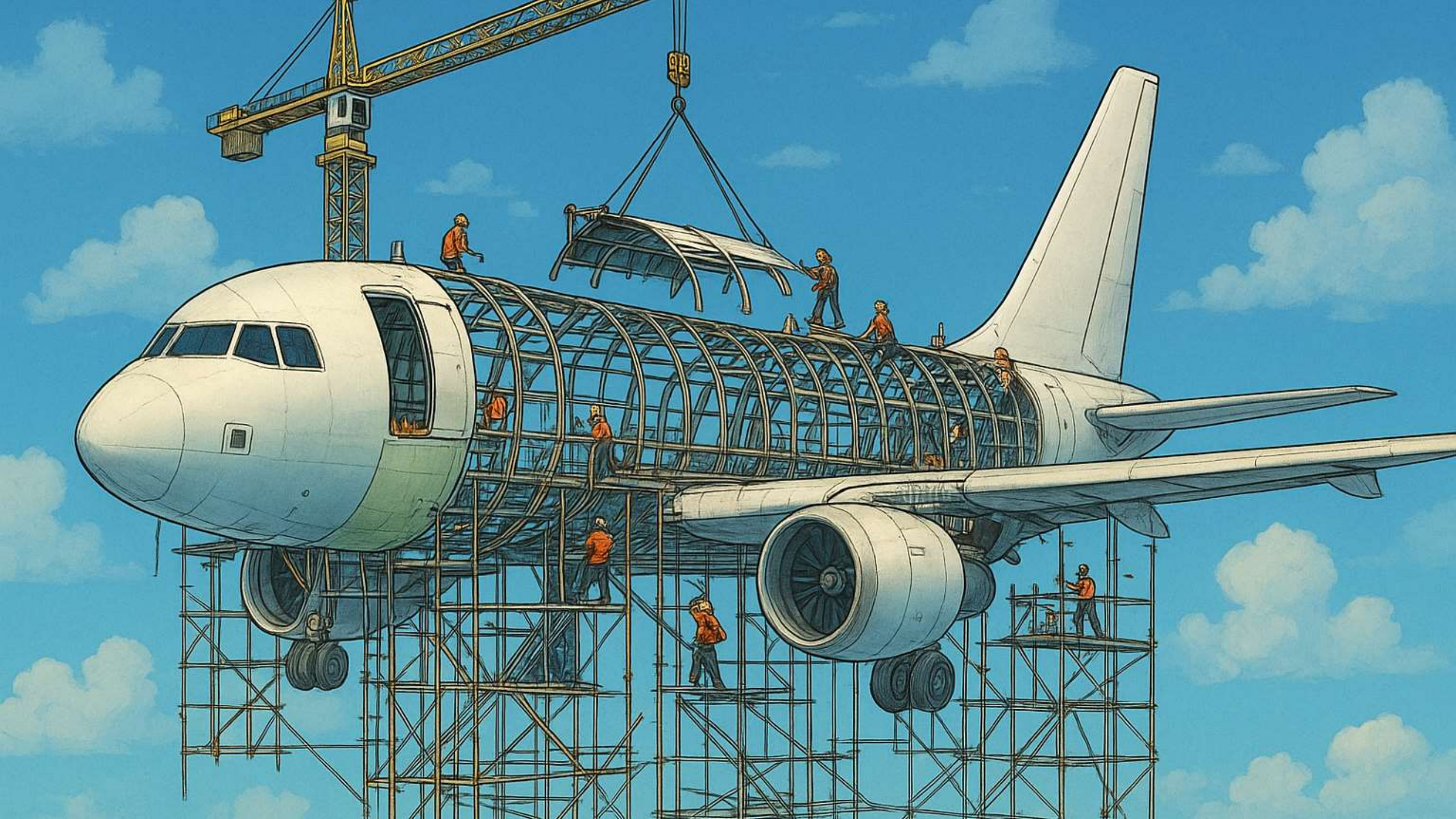

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And so, the adventure begins...

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Paid social

OOH

App

Email

Website

Organic Social

Publications

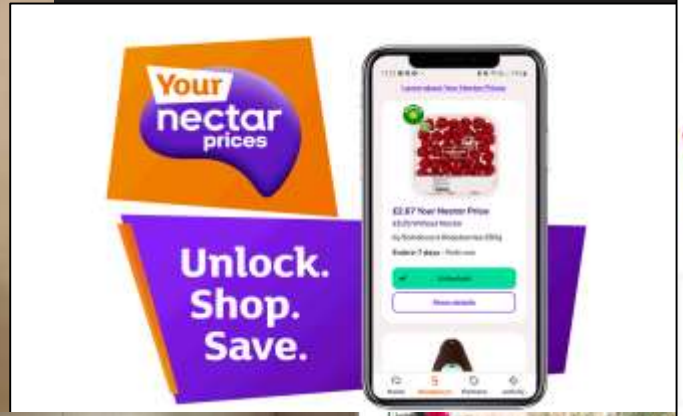
Print

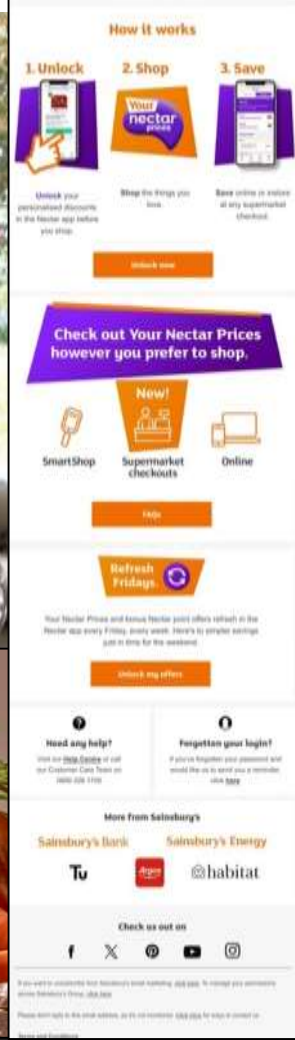
Direct Mail

POS

Smart Screen

Display





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3 lessons learnt

question the shit out of your scope of work

What I know to be true…

- **What you think is your scope of work, is not your scope** (esp in retail)

- **Annual plans, customer plans and comms plan are made months in advance** (before we even know what our customers are going to want and how the world is going to look), if you're in retail the plan will **always** change. Plan for the change.

- **Business teams generally don't understand their own scope of work** until they're really asked to

- **You need to be the best detective in the world**, with all the right questions and ask them in multiple different ways

- **It won't be perfect**, but you're trying to get to the best possible version of the truth and capture all the assumptions so you can articulate what changes throughout the year.

Be best buddies with your clients

What I know to be true…

•Make sure you're in it together, make sure your team know that you're in it together with your clients and make sure your clients know this - we're the same team, with the same goals, and the same accountability and if we all win, the business wins and we all get our bonus! If we mess this up, that's on all of us.

•Build a relationship of trust and openness, we're one team, we can say the hard things. Say it in the room, get it out there and then fix it, without judgement.

•Celebrate together - use internal recognition schemes, leaders - drop a private note to team members in the client team (copy in their boss), grab coffee together, try and socialise together

•Share insights and interesting finds, go places together. Start a Teams chat and just drop interesting/ helpful stuff in there. If there's an event (like today) bring your clients

•Review work together - not just project by project, but take some time to get all the work on a wall and review it together

•Fix stuff together - find the stuff that getting in the way or slowing you all down, identify it together and fix it together.

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give some lovin to your support partners

What I know to be true...

- **Finance** - Chances are you'll need to build a finance model that doesn't quite fit.
- **HR** - You're probably going to need to pay more for your specialists. You're definitely going to need a different training plan than most other business areas.
- **Tech/ IT** - We're nothing without our technology, and our kit & software is different to anyone else across the business
- **Recruitment** - Just pinning your specialist roles on the internal job board is not going to help you find the best talent
- **Procurement** - You're going to need to find the right partners, get them on board, contracted and then pay them.
- **Legal** - You're going to want these folks on your side, reviewing work quickly and helping you stay compliant
- **Insurance** - You need them to make sure your ass is covered
- **Corporate Finance**- you need to pay for stuff quickly and easily - these folks can grind production to a halt

- question the shit out of your scope of work
- be best buddies with your clients
- give some lovin to your support partners

Fall in love with Data & Insights

Team, Team, Team

Be boastful about your success

Create room to be creative

Thank you