



# 3 Ways to Build a Remote Creative Team Tailored to Today's Work

Shane LaBounty | Creative Operations Leader, CenturyLink

# Session Speaker

Shane LaBounty, Creative  
Operations Leader



# Who is CenturyLink?



**2<sup>nd</sup> largest**

U.S. communications provider to global enterprise companies



**43,000**

employees globally\* as of Dec. 31, 2019



**\$22.4 billion**

YTD 2019 revenue



# Trusted connections that maximize your digital opportunities

Approx.  
**450,000**  
global route miles of fiber

**170,000+**  
on-net buildings

Provides internet or voice to  
**~4.7M** consumer broadband  
subscribers in 37 states\*

Brand + Creative + Digital

## Our Mission

To Create Business-Impacting Campaigns

(A marketing engine to create engagement & demand at scale)

# Our new world of work

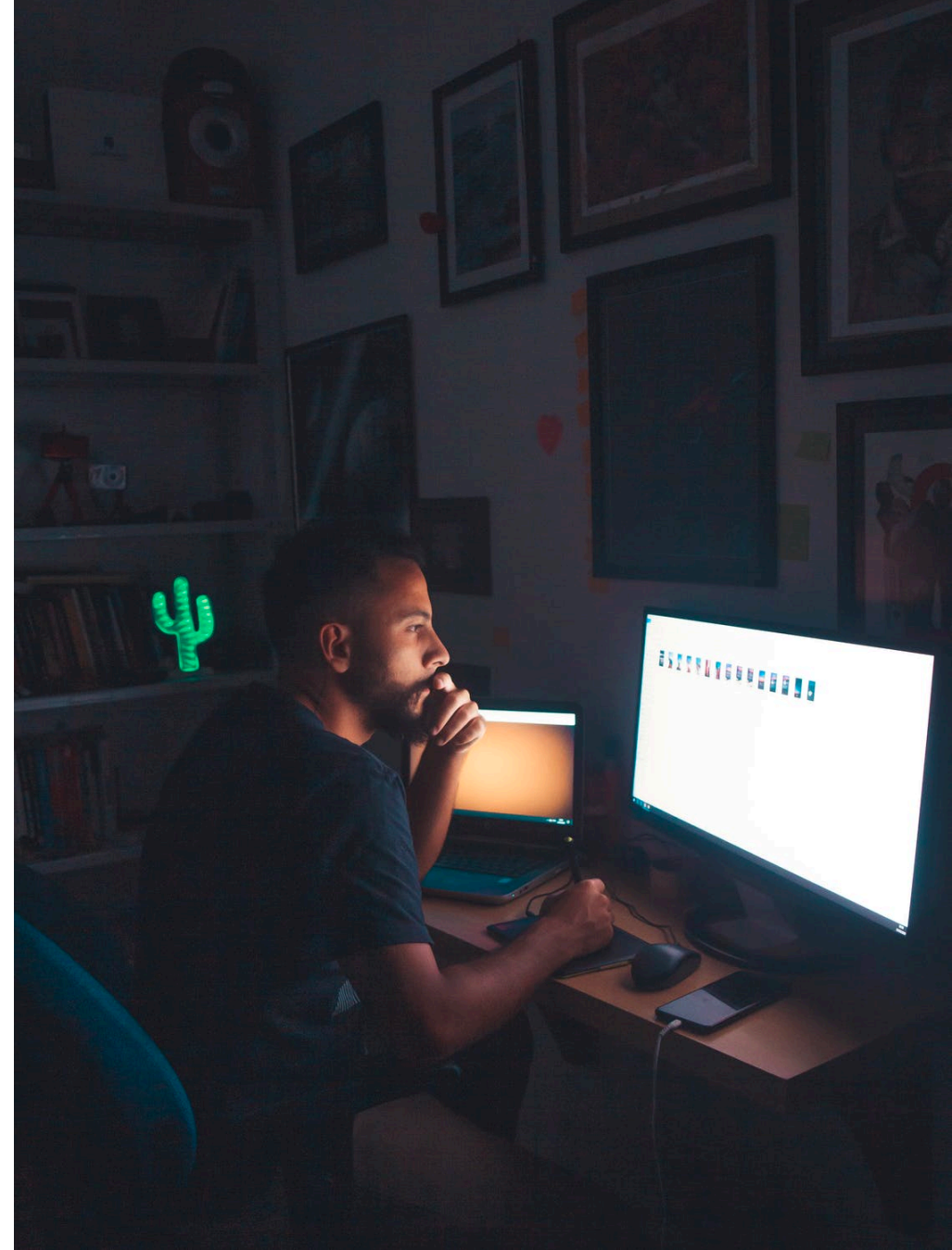


*“Even before COVID-19 hit, 92% of companies thought their business models would need to change. Companies can **accelerate their digital transformation now** and reach **the next normal sooner.**”*

**--McKinsey**

# Our team is remote first

- People do their best work when they live where they are happiest
- Built from the ground up
- Remote work is in our DNA





# Our transformation

People, process, technology



# From



# To

Request-led



Planning-led

Unplanned



Planned

Many small requests



Larger, integrated campaigns

Internal first



Customer first

50% rush



10% rush

Agency creative



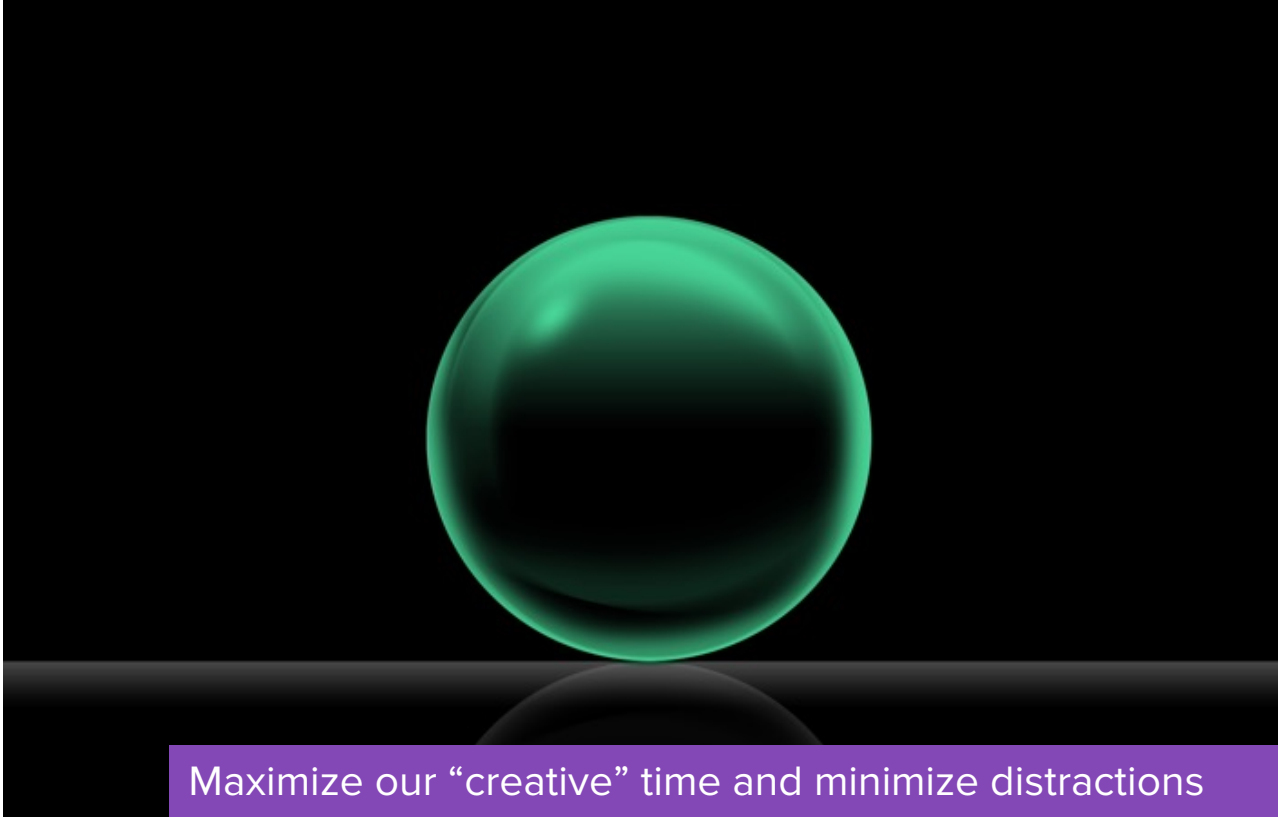
Internal creative

Shut the front door



From request-led to planning-led

Put our creative team in a bubble



Maximize our “creative” time and minimize distractions

# Resource from a central pool



Balance skills, scale and speed while we act as one team

# Measure twice, cut once



Track time & capacity and utilize platform to be better, faster and smarter over time

# Don't paint too many small rooms



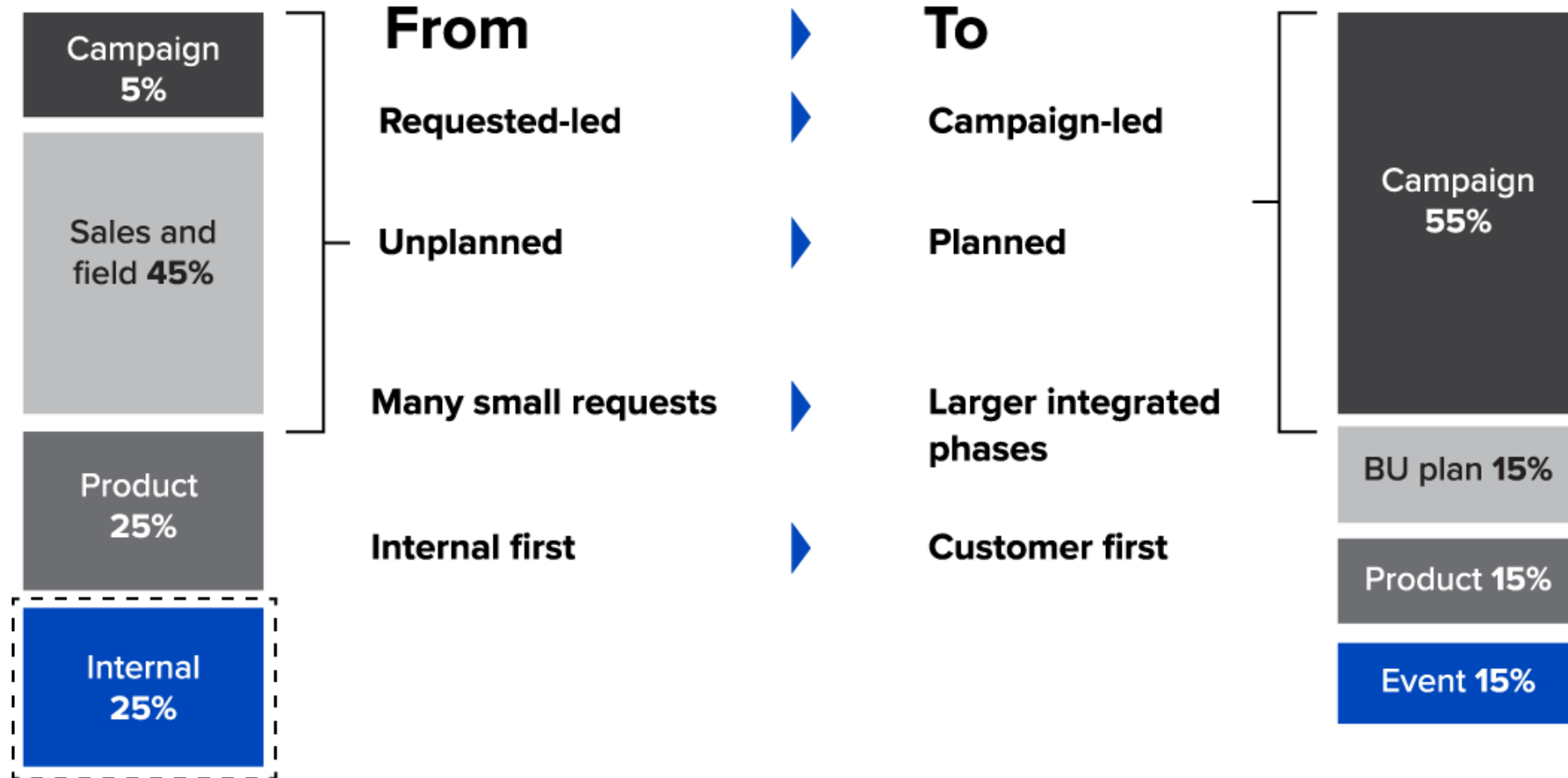
Small projects take just as long and just as much prep as large projects

# The Train is a More Elegant Way to Travel



Be repeatable and reliable, plan our schedule ahead of time

# Creative capacity and priorities - transition



# Great, now what?



Start with the basics

# Ask for help



Consult Transformation Experts

# Digging deep cross-team



End-to-end process discovery



# Build



Templates, Roles, Intake, Reports

# Test + Train



Users across roles / Use Cases

# Project templates per deliverable

#	Task Name	Assignments	Duration	Pin Hrs	Predecessors
1	Project Kickoff Meeting	CTL   Project Manager	1 Day	0.5 Hours	
2	Creation (DRAFT Watermark on Document)		8 Days		
3	Copywriting	CTL   Copywriter	3 Days		
4	Sponsor Review 1	CTL   Stakeholder	1 Day		
5	CM Review 1	CTL   Campaign Management Team	1 Day		
6	Incorporate Sponsor/CM Feedback 1	CTL   Copywriter	1 Day		
7	Graphic Design	CTL   Graphic Designer	3 Days		
8	Creation Review - Round 1 (DRAFT Watermark on Document)		9.12 Days		
9	Internal Review (MarCom Director)	Moria Fredrickson	3 Days		
10	Incorporate MarCom Director's Feedback	CTL   Graphic Designer	1 Day		
11	Sponsor Review 2		1 Day		
12	CM Review 2				
13	Incorporate Sponsor/CM Feedback 2				

Proof

AN Campaign Page with hero blades v.5

CenturyLink

ADAPTIVE NETWORKING

**Adaptive network. On-demand scale.**

Instantly scale bandwidth up to 3x with the CenturyLink global enterprise network – connect, protect and respond at the speed of business.

Program Manager: Eric Lubeshkoff

Active Projects Condition: ■ ■ ■

Planned Completion: Aug 8, 2019

Percent Complete: 84%

Ref #	Name	Planned Hours	Actual Hours	Percent Complete	Number of Assets
695832	AN1   Social - Videos	112 Hours	100.75 Hours	100%	9
688531	AN1   Cloud Infographic - AN Camp Page	119 Hours	45 Hours	100%	2
685430	AN1   Display Ads - Animated	108 Hours	59.05 Hours	100%	15
675896	AN1   Display Ads - Static	134 Hours	126.75 Hours	100%	20
685600	AN1   Checklist - (How a SDN Advanced digital transformation) AN Camp Page Blade 3	126 Hours	28.2 Hours	100%	1
675284	AN1   Video - Campaign Page Asset - 60 sec - AN Camp Page - Blade 1	207 Hours	200.75 Hours	98.38%	1
685741	AN1   Retargeting Ads - Animated	70 Hours	57.75 Hours	100%	15
680239	AN1   Print Ad	105 Hours	54.4 Hours	100%	3

Comments:

- Megan Mitchell (2 months ago): insert "the" in both CTAs
- Megan Mitchell (2 months ago): Capitalize "Paper"
- Megan Mitchell (2 months ago): real-time

Project setup



One place for assets







**DAM 1.0**  
Storage Units

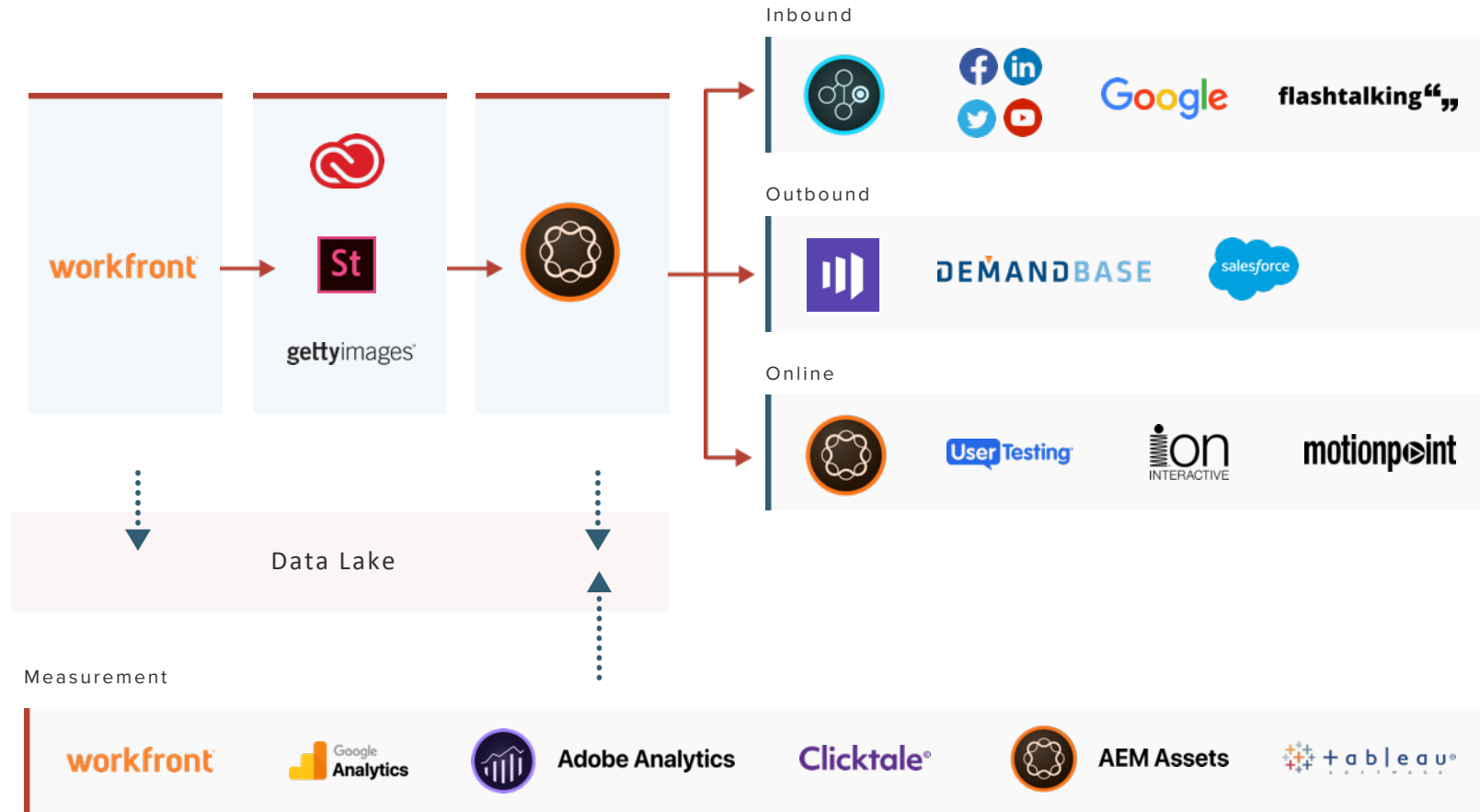


**DAM 2.0**  
Distribution Center

# End-to-end digital strategy



# End-to-end digital strategy







# Capacity/forecasting







# Goal: A marketing engine to create engagement & demand at scale

Without this data, do we have the capacity?



I can predict the future



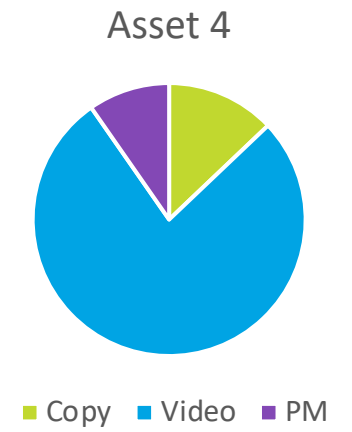
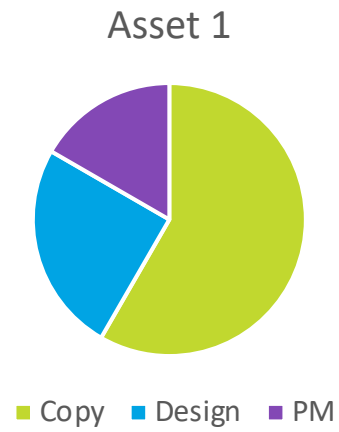
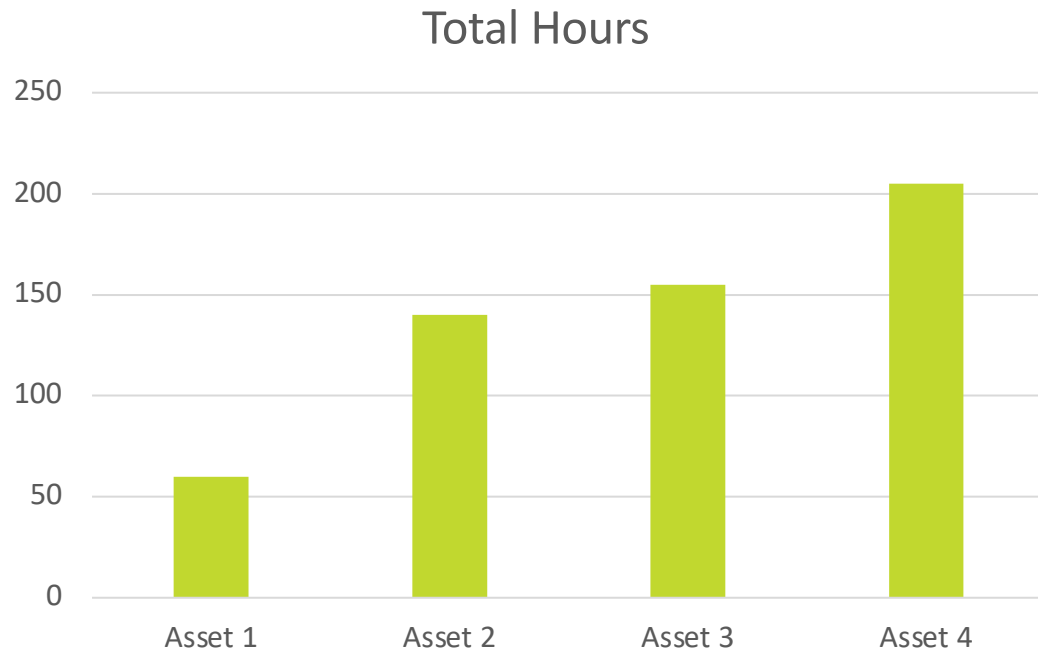
I have run out of resources



I seriously don't know

***Without the data it is a guess at best***

# Creative examples





## What we learned



Start small



Find early wins



Begin with the end  
in mind



Business process  
and documentation  
are critical



You will get it  
wrong



Try again



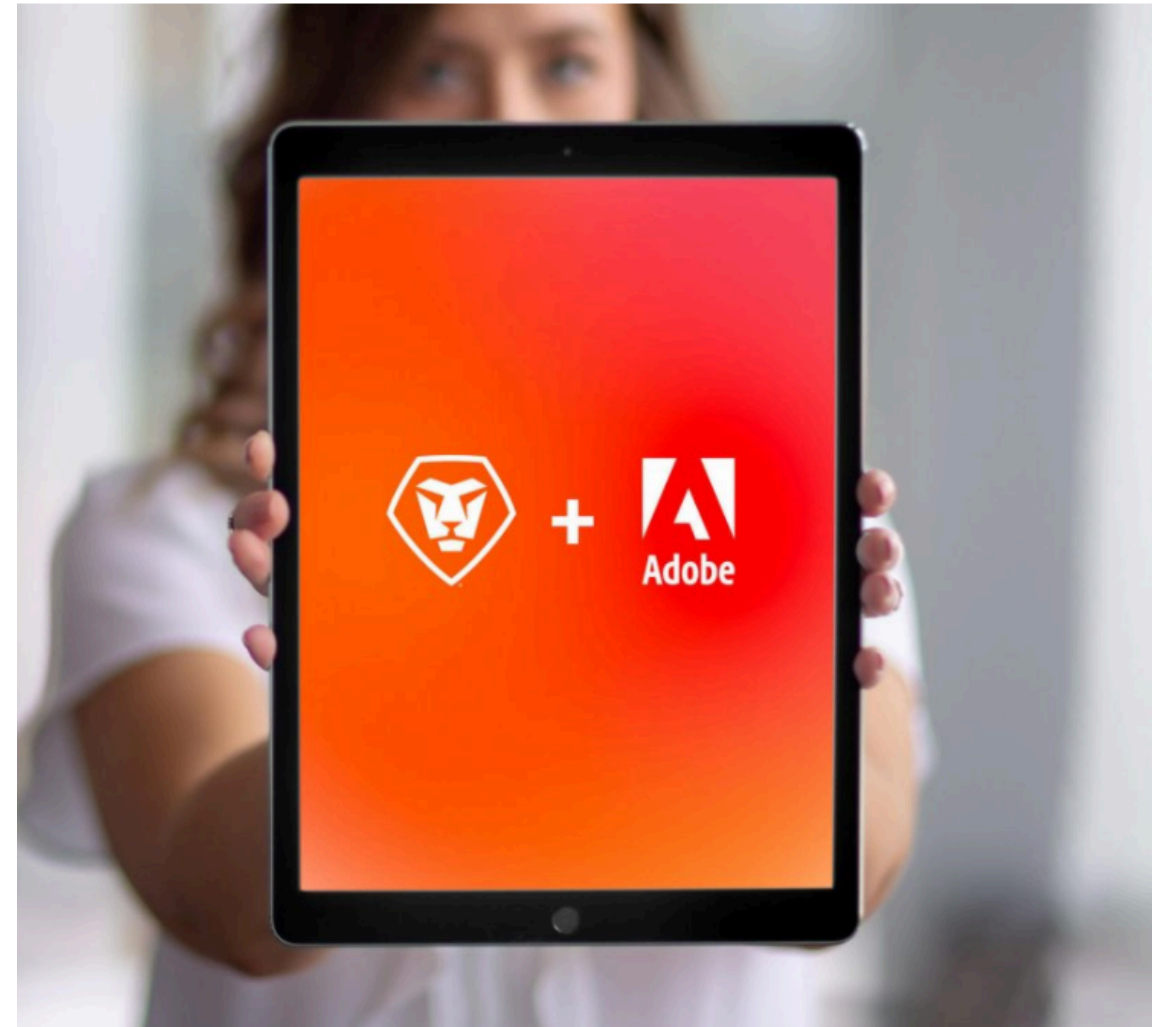
- More info on Workfront/Adobe

- [www.workfront.com/adobe](http://www.workfront.com/adobe)

- Connect on LinkedIn

- <https://www.linkedin.com/company/workfront/>

- <https://www.linkedin.com/in/shanelabouty/>





Thank you.