



# 5 Beasts Your Agency Faces

...and How to Slay Them



# Presenters



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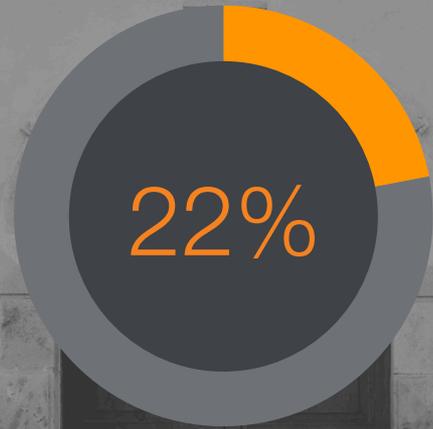


# Your Agency is in Danger



# The Beasts are Coming





**22% of clients  
leave an agency  
because of  
dissatisfaction  
with the way that  
their account's  
projects were  
managed**

## Why are clients dissatisfied?

- Processes
- Timelines
- Tools

In short:  
They don't feel safe.







1

# Time Sucking Trolls



# How do you spend your week?

18.3  
Hours

Role-Specific  
Tasks

13  
Hours

Managing Emails

8.8  
Hours

Searching for  
and Gathering  
Information

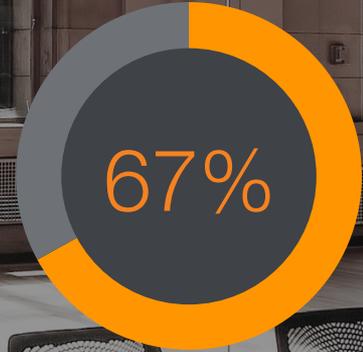
6.4  
Hours

Collaborating  
with Co-Workers



# So, What are Time Sucking Trolls?

- The endless search for information trapped in emails
- The distracting tool notifications that keep you connected 24/7
- The needless or unproductive status meetings



67 percent of agency employees say that over half their meetings have **NO VALUE**





## Slaying Your Trolls



Control busywork and unproductive activities by giving your people (or yourself) permission to:



Check 1-2 times per day, where possible



Block time for work, and try to keep meetings to certain days



Create a central reference area for all project info





# 2

## Shipwrecked By Process





30%

**30% of Creatives feel threatened by analytics and metrics.**

60%

**Already use at least six programs at a time to do their work.**

42%

**42% of marketers rarely or only sometimes deliver content consistently.**





# Get Creative about Process Sea Monsters



Free your creatives with strategically-employed process, like:

- Unifying Tools and Centralize Work
- Standardizing Creative Briefs
- Automating Repeatable Work

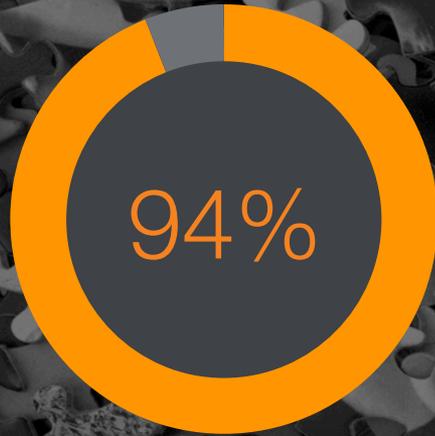




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Work from Everywhere





**Amount of workers who feel overwhelmed to the point of incapacitation**



**Amount of workers who don't feel like they have the time to finish all their work**



**The average organization spends 45-55% of their time on urgent or unplanned activities**





## Hydra: Don't Fight Heads —Get to The Source



Create a workflow that allows for total focus by:

- Requiring all requests—planned or ad-hoc—be submitted the same way
- Tracking all work in a central location
- Keeping project communication somewhere un-siloed
- Getting the right tool to manage resources





# 4

## The Freelancer Smokescreen



# A Wise Hunter Never Fights a Dragon Alone



For many agencies, Freelancers are critical to keeping your competitive edge. While you may know you need them, the smokescreen means you have no visibility into Freelance:

- Spend
- Efficiency
- Alignment





Without a good tool to measure resource allocations and capacity, you have:

- No way to visualize workloads
- No insight into capacity
- Struggles connecting the right people to the right work



=

Worldwide spend on  
contingent labor in 2016.





## When it comes to freelancers, proving value is a numbers game



No more blowing smoke when it comes to your freelancers. Get the insights you need to quantify and defend your spend by:

- Understanding your forecast and capacity
- Giving yourself some ramp
- Strategically identifying assignments



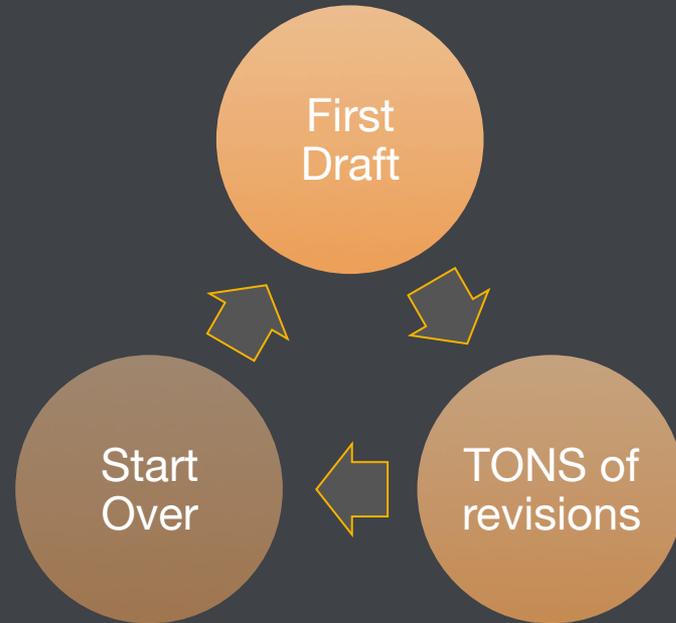


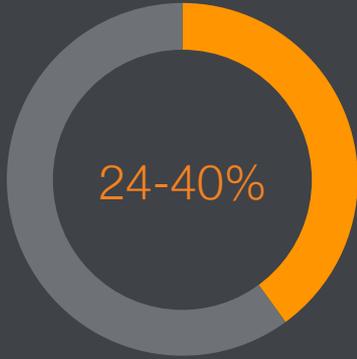
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# Caught in The Labyrinth of Review and Approval

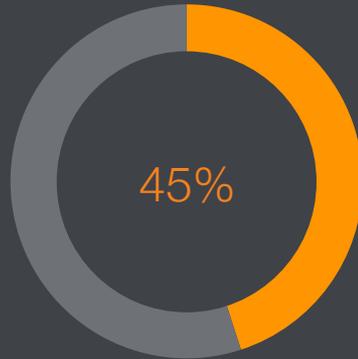


# Tale as old as time...

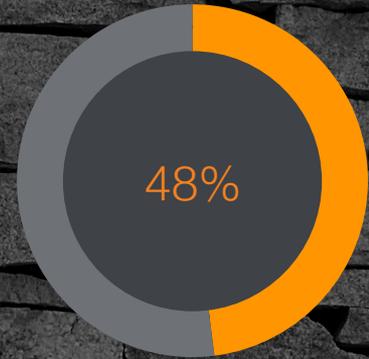




Of all project spending is wasted because of rework



...of creative teams say they are distracted by lack of standard approval processes



...of creative/marketing workers say excessive oversight gets in the way of their work





# Outwit the Minotaur with Good Preparation



There's only two ways out of the Labyrinth:

Be really prepared when you enter, or never go in at all.

- Centralize Proofing
- Get Aligned
- Standardize Approvals (preferably in your project templates)





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