



The Gonsoulin Group

Reputation Management | Communications Training

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Building an Infrastructure That Moves Your Business Forward

Defining Success

It's all about the money!

- Client revenues
- ROI

But there are other metrics:

- Reputation
- Rankings

Roadblocks to Success

- Differentiating yourself
- Staffing: turnover, quality candidates
- Clients: turnover, unrealistic expectations
- Quality control
- Productivity
- Account ROI – over-servicing, under-pricing
- Business development: finding clients, qualifying them, winning
- Economy

Prioritizing

Lots of problems to tackle and limited time to focus on them, so how do you prioritize? Focus on the things that impact client revenues and ROI:

- Employ smart people
- Do quality work
- Get good systems in place

Formula for Success

- People
- Positioning
- Policies and Processes

Evaluating Your Infrastructure

With “People” it’s about recruiting and retaining top talent. Ask yourself:

- Do you have the right people for the job?
- Are they in the right role?
- Are they properly trained?
- Do they have what they need to be successful?
- Do they feel supported, valued, rewarded and fairly compensated?
- Do they feel part of something bigger or something special?

With “Positioning” it’s about sticking to what you know and being the best at it. Ask yourself:

- Are we focused on the right things?
- Do people understand who we are and what we do?
- Are we offering the services our clients – and our employees – want and need?
- Are we being innovative and leading?

With “Policies & Processes” it’s about building a foundation that bolsters the bottom line and strengthens relationships. Ask yourself:

- Do we have accounting systems that make it easy to track, record and bill time?
- Do we have ways of holding employees accountable to performance metrics
- Do we have quality control measures in place for client work?
- Do we have a new business process that wins?
- Do we do utilize best practices for client account management?
- Do we have a consistent way of bidding and billing client projects?

Building a Best Practices Infrastructure

PEOPLE

Reasons why people stay – and leave – agencies:

- Compensation
- Client opportunities
- Advancement opportunities
- Culture

You have to focus on:

- Recruiting/Hiring
- Compensation
- Training & Development
- Advancement
- Culture

POSITIONING

Reasons why agencies don't get business:

- Brand confusion
- Business development flaws
- Stale or static business model
- Low profile
- Reputation – real or perceived

You have to focus on:

- Defining who your agency is and what it stands for
- Developing the programs and services clients need/want
- Adapting to the market and industry changes
- Finding ways to lead and innovate
- Developing a winning new business approach
- Marketing your agency
- Merchandising your success

POLICIES & PROCESSES

Without policies and processes, you have:

- Frustration
- Dissatisfaction
- Inconsistency
- Errors and Dropped Balls
- Miscommunication
- Inefficiency

Which leads to...

- Client and staff turnover
- Loss of revenue, poor ROI
- Bad reputation

You have to focus on...

- Client Service
- Compensation
- Billing
- Business Development
- Issues Management

Monitoring Progress & Success

- Benchmark against best practices
- Satisfaction surveys
- Internal committees
- Agency scorecard

Final Thoughts

- Conduct a self-audit or evaluation of your agency in June and December
- Consider what's working well and what isn't and make adjustments
- Remind your employees about the big picture and what you're all working toward
- Take time to enjoy your success!