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empresa



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CONSULTANCY

Organization

Operations and management

Business

Transformation

Positioning

HR

COACHING

Accompanying leaders in
change management

Support for decision making

Skills development

WORKSHOPS

Pricing and profitability mgmt

GROWTH

Account management skills

Transformation

Design thinking

STUDIES

Ad Market & Agency Profile
(AdMAP)

Digital maturity

PARTNERSHIP

Strategic partnerships for
business development

WORKSHOP

GROWTH FOR COMMUNICATION COMPANIES

SYNOPSIS

We believe that, in the current state of the communications industry, became essential to make the pie bigger, developing new ways of approaching the companies' business and the core values that guide their growth efforts.

Gaining a client, a project, or a campaign creates a zero-sum outcome for the market. That client that an agency won caused another to lose it. Therefore, as long as advertisers do not increase marketing budgets, there is no growth, only transfers.

Furthermore, in the current context of loss of value of agencies facing their clients, with a constant pressure on costs driving shrinkage in profitability, increased competition more aggressive, cheaper, scattered and the transfer of traditional media investment towards digital (with lower profitability), in order to grow it is mandatory to capture budget from other areas of the client, or add new advertisers to the market.

The workshop has been built around theory and-practical activities in which we develop the G.R.O.W.T.H. model which is based on six evolutionary phases that will show how to achieve organic growth, capture new clients and develop new products and services. Models, methodologies, tools and cases of practical application are presented within the theoretical framework of the book "[You can heal your agency](#)" and our proprietary model "BE-DO-SAY" for consultancy.

It is targeted for management teams, senior Client Services people and leaders of business unit, and integrates concepts, tools and skills into an operating model, developing a mindset and a culture oriented towards achieving growth objectives. At the end of the workshop, attendees will be ready to apply the methodology into the agency's everyday with higher returns in shorter life cycles of growth.

CONTENT

- Mind setting
 - Creativity and innovation
- Phase 1: **GOAL**
 - Sources of growth and goals
- Phase 2. **REALITY**
 - Capabilities and opportunities
- Phase 3. **ORGANIZACIÓN**
 - Doing the basics well, change management
- Phase 4. **WISDOM**
 - Development of value and positioning
- Phase 5. **TRACTION**
 - Organic growth, new clients, new products and services
- Phase 6. **HARVESTING**
 - Measurement, iteration and continuous improvement

*Each phase includes a theoretical development and practical exercises.

GENERAL

Modality: on site, small group tables or online, up to 20 attendees.

Who's it for: Agency Top Management, Client Services managers, leaders of business units.

Duration: 2 full days (on site), or 8x2 hour online sessions.

Cost: u\$D 5.000.-

Invoice issued from USA. The amount should be netted to be received in an account in Citibank USA and does not include taxes, banking fees, withholding or any other costs.

GROWTH PHASES OF THE MODEL

GOAL

(Objectives' analysis)

- ❖ SOURCES OF GROWTH
- ❖ OBJECTIVES

REALITY

(Resources' analysis)

- ❖ CAPABILITIES
- ❖ OPPORTUNITIES

ORGANIZATION

(Change plan)

- ❖ DOING THE BASICS WELL
- ❖ CHANGE MANAGEMENT

WISDOM

(Models and tools)

- ❖ VALUE
- ❖ POSITIONING

TRACTION

(Getting into action)

- ❖ ORGANIC GROWTH AND NEW CLIENTS
- ❖ NEW PRODUCTS AND SERVICES

HARVESTING

(Assessing ROI and optimization)

- ❖ MEASUREMENT
- ❖ ITERATION AND CONTINUOUS IMPROVEMENT



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GROWTH CONTENT OF THE WORKSHOP

PHASE 0

Mind setting

- Starting activity

Creativity and innovation

- Exit comfort
- Types of innovation
- The MAYA concept
- Methodologies and tools
- Activity

PHASE 1

GOAL

Sources of growth

Clarification and definition of goals

- Ansoff Matrix
- The Brand & Account Planning Cycle
- Ishikawa
- Activity
- Measurable goals: SMART

PHASE 2

REALITY

Assessment of own capabilities

- 9 domains of action
- FODA
- Activity

Assessment of current clients

- Services and SOW
- Performance analysis
- Turning Client Services as business leaders
- Activity

PHASE 3

ORGANIZATION

Doing the basics well

Change planning

- Prioritization
- Action plan
- ADKAR

PHASE 4

WISDOM

Development of value

- Price vs. value
- Value proposal
- Branding and positioning
- Visibility and reputation: automárketing
- Success cases

Building visibility

Brand Agency Power Map

Growth hacking

- Definition
- Principles
- Process
- Mindset and culture

Action plan

- Activity

PHASE 5

TRACTION

The ordinary as a source of inspiration

- Map of empathy

Organic growth

- Client Success Mgmt
- Client Journey Map
- Cross-Selling and Up-Selling
- Loyalty
- Efficient proactivity
- Framework for organic growth
- Collaboration and multidisciplinary
- Methodology MOC
- Activity

New clients

- PESTEL
- Prospect evaluation
- Competition analysis

- Acquisition strategies
- 3C's model
- Prospecting tactics: inbound and outbound

- Tools

- Conversion funnel
- Client Journey Map

- Activity

New products and services

- Self awareness activity
- Missed opportunities
- Definition of opportunity
- Solution design
- Design Thinking
- Activity

PHASE 6

HARVESTING

Work plan

Measurement and assessment

Feedback and continuous improving

Decentralization and responsibilities

The Agency as a client

Gauging ROI

Iteration process

Restart the cycle

- Activity