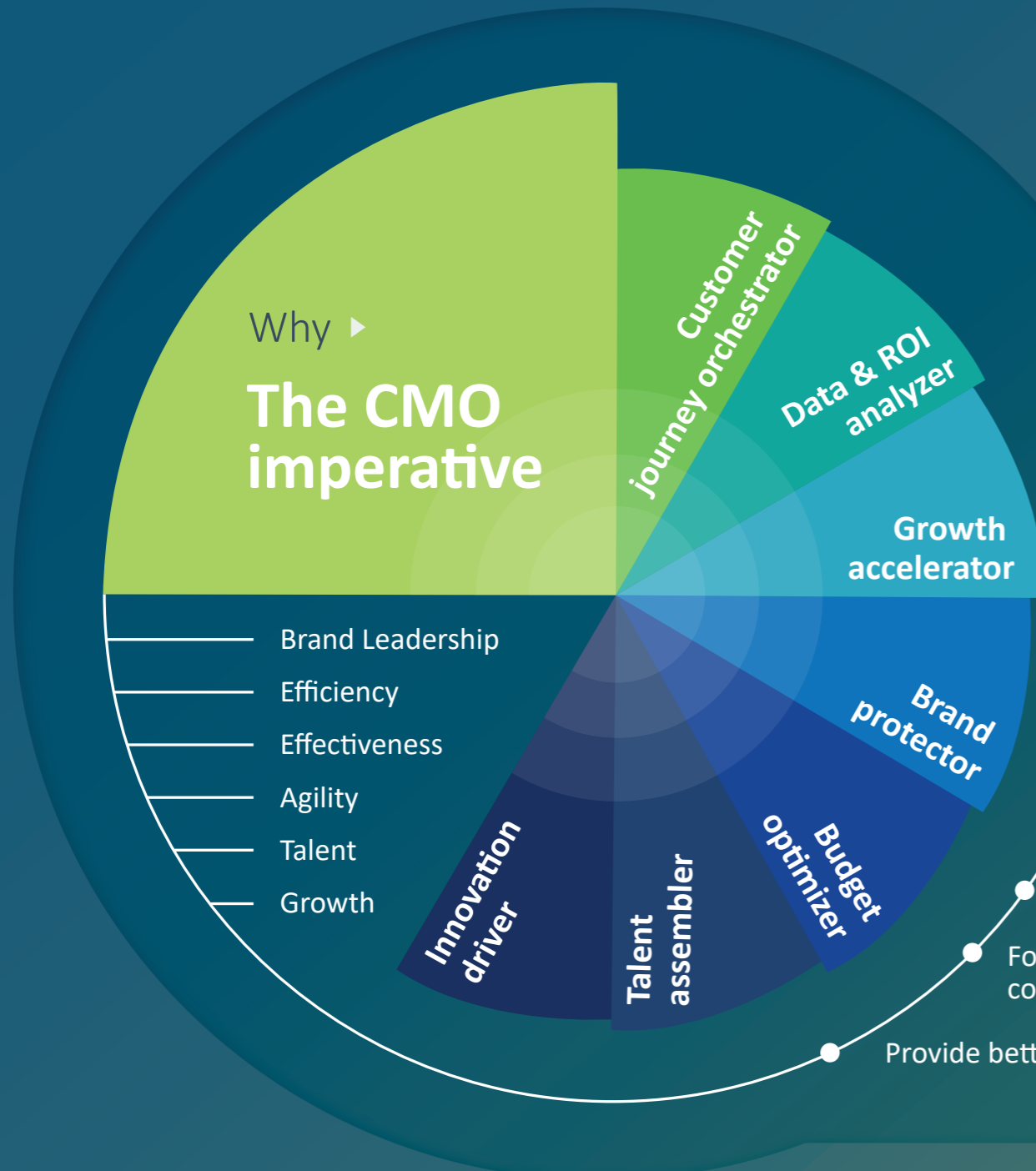


Agency Management

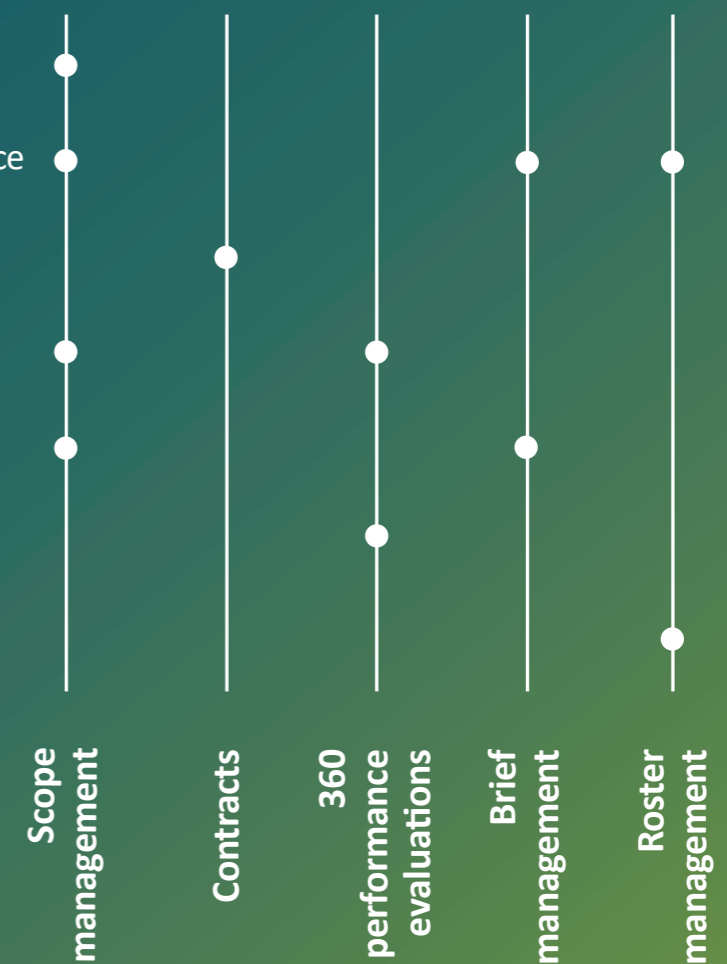
the ultimate marketing enabling function



What ▶

Enabled by agency management competencies that...

- Improve planning and guidance
- Improve output quality & performance
- Improve readiness & accountability
- Make more effective use of resources
- Reduce waste & inefficiencies
- Foster stronger team (internal and external) collaboration
- Provide better access & use of talent



How ▶

Toolset

4 Tips ▶

How to build your organization's agency management muscle

- ▶ Elevate Agency Management to a strategic function within marketing.
- ▶ Provide adequate authority, funding and resources.
- ▶ Act rapidly upon early signs of trouble.
- ▶ Insist on using data to inform any agency-related decisions.



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