

CREATING FUTURE LEADERS IN A COMMUNICATIONS AGENCY

Background

Manning Gottlieb OMD are a highly successful media communications agency boasting clients such as Virgin, Sony, Google, John Lewis, Starbucks and Waitrose. Since launching in 1990 they have grown their business every single year bar one, but 2010-11 was exceptional. In this year they grew their revenues by a staggering 81% winning 21 out of the 25 pitches in which they were involved.

As always in a period of major growth, bedding in new clients is the top priority, recruitment is high on the agenda, a lot of people get promoted to cope with the new demands, it's all hands to the deck and L&D can get left by the way-side.

Emma While (head of L&D, Manning Gottlieb OMD) was determined this wouldn't be the case in 2011-12.

The Brief

The brief was to develop a bespoke leadership programme for the Account Directors at the agency. These directors have day-to-day responsibility for running key accounts at an operational level and managing the teams that work on them. They have a challenging role trying to satisfy the demands of their clients, manage sometimes tricky relationships with other agencies, support their Business Directors and keep their teams happy and motivated.

The broad aim was to develop future leaders of Manning Gottlieb OMD who would be brilliant at managing and motivating their teams, but also able to step up to the plate and support the senior management much more than they were doing at present.

The programme was to cover key elements of Manning Gottlieb OMD's Path to Enlightened Leadership such as gravitas, visibility, impact, motivational skills, influencing skills, coaching skills and communication; whilst also following their 4 key steps to learning – Discover, Develop Enhance and Inspire.

Last but not least it should reflect the Agency's ethos of 'Continually Creating Difference'.

Key Objectives

- To help create future leaders of the business
- To increase the understanding and development of core leadership skills
- To enhance the impact these leaders can make in the business
- To increase their confidence and motivation
- To fit with MG OMD's ethos of Continually Creating Difference

The Programme

The programme was developed in partnership with Blue Phoenix, Manning Gottlieb OMD's learning and development consultants.

It consisted of 4 core modules:-

DISCOVER What Makes A Great Leader

DEVELOP Your Core Leadership Skills

ENHANCE Your Key Relationships

INSPIRE Yourself & Others

As with all our programmes, it was highly interactive, used a multi-media approach, took into account different learning styles and was highly practical, applicable and action-oriented.

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The Apprentice task was the highlight!

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Follow-up

As over 50% of the benefits of a training programme come after the event, the follow-up is extremely important.

Manning Gottlieb OMD fully recognise this and are prepared to spend the money to ensure all the benefits are accrued. 20 minute one-to-one sessions were diarised with all the participants to talk about what they'd learnt, what they'd already been able to apply and what their 3, 6 and 12 months goals were as a result of the programme.

Two 90 minute sessions are planned entitled 'Embedding the Learning' to ensure everyone is getting the support they need to do just that with a mix of shared experiences, problem-solving and group coaching.

Next year, there will be coaching days set up which participants can sign up for if they have a particular challenge they wish to work through or a particular goal they want help working towards.

Plus their direct line managers and even the senior management team have been bought on board with the programme to ensure they are creating the right environment for these new skills and this new knowledge to be successfully applied.

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The facilitator was awesome, as before

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Manning Gottlieb OMD

TheWellbeingProject

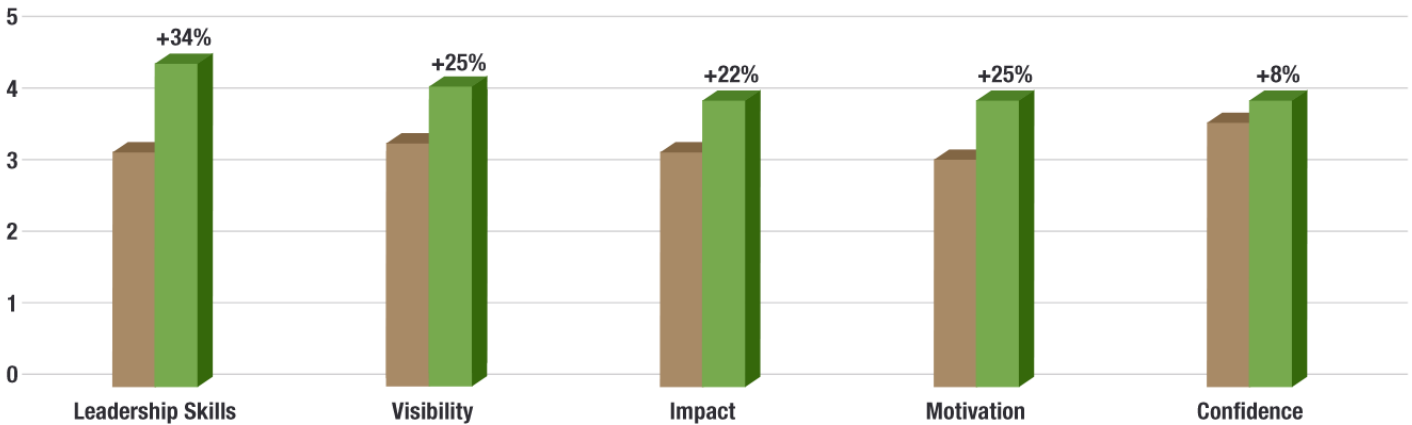

bluephoenix

For more details about this programme or to discuss a bespoke leadership programme for the managers or directors in your organisation, please call Theresa on 0845 164 5001 or e-mail theresa@thewellbeingproject.co.uk

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Key Outcomes

Pre/Post Programme Benchmarking



I liked how interactive and engaging it was

Doing Things Differently

- Launched on HMS Belfast
- Different locations each time
- Varied training techniques
- Multi-media approach
- Apprentice-style task as grand finale
- Bespoke Facebook group set up for ongoing support
- Postcards to be sent to delegates after 3, 6 and 12 months with goal reminders

Summary

The comprehensive partnership approach undertaken on this programme will ensure that Manning Gottlieb OMD see excellent business results and maximise their return on investment.

Only 7 weeks after the end of the programme, there were significant increases on every single key performance indicator with a measure such as confidence bound to increase further as people have a chance to put their learnings into practice.

Many of the delegates grew visibly on the programme itself; whilst others went away and implemented key changes such as restructuring their teams, reviewing peoples' roles, analysing their team in terms of key motivational drivers or learning style preferences and so on.

Positive behavioural changes were immediately apparent and we are confident these will only increase over time given the ongoing support the participants will receive in 2012.

Very inspirational – made everything seem do-able

"The Advance leadership programme has exceeded all our expectations. It fulfilled the brief perfectly meeting all of our key objectives and we were extremely pleased with both the feedback at the time and the pre/post programme benchmarking on our KPIs.

The programme was comprehensive, the sessions clearly engaged and inspired our people, the facilitators were extremely well received and the results speak for themselves.

Our Account Directors are more motivated, more visible, more confident and behaving more like leaders than ever before. We're delighted!"

(Emma While, Head of L&D, Manning Gottlieb OMD)

This was honestly the most useful training I have ever had

Manning Gottlieb OMD

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