




27%
CASH FLOW
NOT FLOWING

66%
BRAND NEW
BUSINESS LEADS
ARE A PRIORITY

THE 
CIRCLE OF
DOOM!

Filling the new business pipeline, trying to keep over-servicing to a minimum and managing healthy cash flow for your agency doesn't have to be a nightmare. Whilst figures can put the frighteners on many a creative agency head, with a bit more focus on the numbers, the vicious circle can stop and put you on track to running a much more profitable agency.

We've called it The Circle of Doom.
But it doesn't have to be that way...

61%
PROFITABILITY AND
OVER-SERVICING
ARE BIGGEST
CHALLENGES

47%
SLASH RATES TO
WIN WORK