

A MONTH IN THE LIFE OF AN AGENCY MD

We met up with an agency MD who uses Synergist but doesn't happen to be a button-pusher himself. What information does he get from the system? We asked him to report on his interactions with it in a typical month...

Many thanks to agency chief **Mark Beaumont**. "I may not be typical", he says, "but this approach has worked really well for me." Mark is Executive Creative Director & Founder of *Dinosaur*, a vibrant 25-person integrated communications agency in the hip Northern Quarter of Manchester.



During sunny times you tend to run things with a lighter touch.

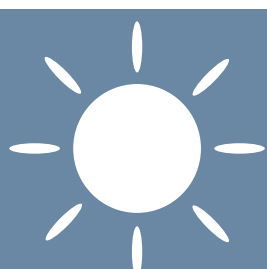
As long as I keep on top of **Work in Progress and Forecasting** – two essentials even in good times – I feel I can run it with only a sideways glance at the other key reports because I can see from those two essentials that the team are on top of them all and it's humming along.

But the moment it turns stormy, just watch me switch. I'm closely tracking every single one of those reports. You have to, because in stormy times you need to make informed decisions fast.

THOSE REPORTS

There are just *five reports* that are considered essential in running an agency.

- Profitability Report ■
- Staff Utilisation Report ■
- Job Health Report ■
- Work in Progress Report ■
- Forecasting Report ■
- [Sideways glance by MD, well managed by team] ■ ■ ■ ■



REPORTS READ DURING GOOD TIMES

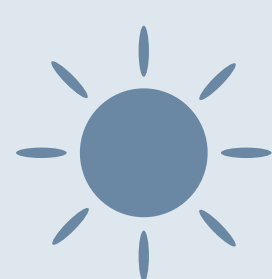
WEEK	PROFITABILITY	STAFF UTILISATION	JOB HEALTH	WORK IN PROGRESS	FORECASTING
1	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■		
2				■	■
3		■ ■ ■ ■	■ ■ ■ ■	■	
4				■	■



REPORTS READ DURING STORMY TIMES

WEEK	PROFITABILITY	STAFF UTILISATION	JOB HEALTH	WORK IN PROGRESS	FORECASTING
1	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■
2	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■
3	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■
4	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■

IN GOOD TIMES, MARK'S 4 TIPS



1. Always be on top of *WIP* and *Forecasting* no matter how good the going is.
2. Automatic Alerts will warn you of problems if they arise.

3. Get team members trained up to closely track profitability in their own profit centres.
4. Drive efficiencies in the good times. It'll pay dividends in the bad.

AND IN TOUGH TIMES, HE SAYS...



Do a hands-on analysis of all five essential reports every week. You can see pretty much everything from those.

You can steer an agency with little or no personal button-pressing even in tough times, but you do need:

- a good team who appreciate the bigger picture you're after.
- a comprehensive system to pull everything together into one.